

WRIGHT PATTERSON AIR FORCE BASE CONSUMER FOOD
AWAY FROM HOME PREFERENCES AND PRACTICES

A Thesis

Submitted to the Faculty

of

Purdue University

by

Thomas Joseph Oziemblowsky

In Partial Fulfillment of the

Requirements for the Degree

of

Master of Science

December 2004

| Report Documentation Page | | | | Form Approved OMB No. 0704-0188 | |
|--|------------------------------------|-------------------------------------|--|---|------------------------------------|
| Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number. | | | | | |
| 1. REPORT DATE 00 DEC 2004 | | 2. REPORT TYPE N/A | | 3. DATES COVERED - | |
| 4. TITLE AND SUBTITLE Wright Patterson Air Force Base Consumer Food Away From Home Preferences And Practices | | | | 5a. CONTRACT NUMBER | |
| | | | | 5b. GRANT NUMBER | |
| | | | | 5c. PROGRAM ELEMENT NUMBER | |
| 6. AUTHOR(S) | | | | 5d. PROJECT NUMBER | |
| | | | | 5e. TASK NUMBER | |
| | | | | 5f. WORK UNIT NUMBER | |
| 7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Purdue University | | | | 8. PERFORMING ORGANIZATION REPORT NUMBER | |
| 9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) | | | | 10. SPONSOR/MONITOR'S ACRONYM(S) | |
| | | | | 11. SPONSOR/MONITOR'S REPORT NUMBER(S) | |
| 12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release, distribution unlimited | | | | | |
| 13. SUPPLEMENTARY NOTES | | | | | |
| 14. ABSTRACT | | | | | |
| 15. SUBJECT TERMS | | | | | |
| 16. SECURITY CLASSIFICATION OF: | | | 17. LIMITATION OF ABSTRACT UU | 18. NUMBER OF PAGES 216 | 19a. NAME OF RESPONSIBLE PERSON |
| a. REPORT unclassified | b. ABSTRACT unclassified | c. THIS PAGE unclassified | | | |

DEDICATION

This thesis is dedicated to my family. Without their loving support this thesis would not have been possible. I would also like to thank the United States Air Force and my nation for giving me the opportunity to attend graduate school and improve my condition in life. My only hope is that in I can return my country's generosity through faithful service to my country.

“The views expressed in this article are those of the author and do not reflect the official policy or position of the United States Air Force, Department of Defense, or the U.S. Government”

ACKNOWLEDGEMENTS

I would like to thank Dr. Doug Nelson for his great assistance and patience throughout the research process of this study, Dr. Joe Ismail for his statistical expertise and support, and Dr. Carl Braunlich for his guidance and mentorship. I would additionally like to mention George Parker, Lieutenant Colonel Pahula, Colonel Wright, and Captain Paul Williams for their support throughout my time at the Air Force Institute of Technology's Civilian Institute program. I am forever indebted to these gentlemen for their candor, help, and guidance in my graduate career.

TABLE OF CONTENTS

| | Page |
|--|------|
| LIST OF TABLES | vi |
| LIST OF FIGURES | xi |
| ABSTRACT | xii |
| CHAPTER 1: INTRODUCTION | 1 |
| Demographic Characteristics of Wright Patterson Air Force Base | 1 |
| 88th Services Food Service Establishments | 1 |
| Purpose of the Study | 2 |
| CHAPTER 2: LITERATURE REVIEW | 3 |
| Introduction | 3 |
| Why People Ate FAFH | 4 |
| United States Statistics | 4 |
| Value Expressive Function | 5 |
| Values Sought by American Consumers | 7 |
| Convenience | 7 |
| Variety | 12 |
| Ethnic Diversity | 13 |
| Value for Price Paid | 15 |
| Quality | 15 |
| Social | 16 |
| Sociodemographic Trends and Eating FAFH | 17 |
| Income | 18 |
| Ethnicity | 19 |
| Age | 20 |
| Marital Status and Household Size | 21 |
| Education Level | 22 |
| Gender | 23 |
| Contemporary American Eating Habits | 24 |

| | Page |
|---|------|
| CHAPTER 3: METHODOLOGY | 25 |
| Research Process..... | 25 |
| Hypotheses..... | 27 |
| CHAPTER 4: RESULTS | 29 |
| Data Analysis..... | 29 |
| Profile of the Respondents | 29 |
| FAFH Values | 33 |
| FAFH Practices..... | 38 |
| Preface to the Demographic Analysis..... | 39 |
| Gender..... | 39 |
| Marital Status..... | 43 |
| Rank | 47 |
| Education Level | 53 |
| Age..... | 58 |
| Ethnicity..... | 63 |
| Household Size | 66 |
| Home Location..... | 72 |
| Spouse Employment Status | 83 |
| Spouse Work Hours | 84 |
| Results of the Hypotheses..... | 87 |
| CHAPTER 5: DISCUSSION AND CONCLUSIONS | 91 |
| Discussion..... | 91 |
| Conclusions and Implications of the Research | 99 |
| Limitations of the Study..... | 101 |
| Recommendations for Future Research | 103 |
| LIST OF REFERENCES..... | 104 |
| APPENDICES | |
| Appendix A: Survey E-mails..... | 111 |
| Appendix B: 88th Services Division Restaurant Focus Survey..... | 115 |

LIST OF TABLES

| Table | Page |
|--|------|
| 4.1 Level of Importance When Choosing a FAFH Establishment for Breakfast | 34 |
| 4.2 Level of Importance When Choosing a FAFH Establishment for Lunch | 36 |
| 4.3 Level of Importance When Choosing a FAFH Establishment for Dinner..... | 38 |
| 4.4 Number of Times Ate FAFH per Week by Gender | 40 |
| 4.5 Importance of Determinant When Choosing a FAFH Establishment for Breakfast by Gender | 41 |
| 4.6 Importance of Determinant When Choosing a FAFH Establishment for Lunch by Gender..... | 42 |
| 4.7 Importance of Determinant When Choosing a FAFH Establishment for Dinner by Gender..... | 43 |
| 4.8 Average Dollar Amount Spent on Breakfast Away From Home per Week by Marital Status..... | 44 |
| 4.9 Importance of Attitude of Employees When Choosing a FAFH Establishment for Breakfast by Marital Status | 46 |
| 4.10 Importance of Attitude of Employees When Choosing a FAFH Establishment for Dinner by Marital Status..... | 46 |
| 4.11 Average Dollar Amount Spent on FAFH per Week by Rank | 49 |
| 4.12 Average Dollar Amount Spent on Lunch Away From Home per Week by Rank..... | 50 |
| 4.13 Average Number of Times Respondents Ate FAFH per Week by Rank | 50 |

| Table | Page |
|---|------|
| 4.14 Average Number of Times Respondents Ate Breakfast Away From Home per Week by Rank..... | 51 |
| 4.15 Average Number of Times Respondents Ate Lunch Away From Home per Week by Rank..... | 51 |
| 4.16 Importance of Hours of Operation When Choosing a FAFH Establishment for Dinner by Rank..... | 52 |
| 4.17 Importance of Atmosphere When Choosing a FAFH Establishment for Dinner by Rank..... | 53 |
| 4.18 Number of Times Ate FAFH per Week by Education Level | 54 |
| 4.19 Number of Times Ate Breakfast Away From Home per Week by Education Level | 55 |
| 4.20 Number of Times Ate Dinner Away From Home per Week by Education Level | 55 |
| 4.21 Importance of Hours of Operation When Choosing a FAFH Establishment for Dinner by Education Level..... | 57 |
| 4.22 Importance of Speed of Service When Choosing a FAFH Establishment for Dinner by Education Level..... | 58 |
| 4.23 Average Amount Spent on Breakfast Away From Home per Week by Age Group..... | 60 |
| 4.24 Number of Times Ate FAFH per Week by Age Group..... | 60 |
| 4.25 Number of Times Ate Breakfast Away From Home per Week by Age group..... | 61 |
| 4.26 Number of Times Ate Lunch Away From Home per Week by Age | 61 |
| 4.27 Number of Times Ate Dinner Away From Home per Week by Age | 62 |
| 4.28 Importance of Atmosphere When Choosing a FAFH Establishment for Breakfast by Age..... | 62 |

| Table | Page |
|---|------|
| 4.29 Importance of Atmosphere When Choosing a FAFH Establishment for Lunch by Age | 63 |
| 4.30 Average Number of Times Respondents Ate Breakfast Away From Home per Week by Ethnicity..... | 64 |
| 4.31 Importance of Atmosphere When Choosing a FAFH Establishment for Lunch by Ethnicity | 65 |
| 4.32 Average Dollar Amount Spent on FAFH per Week by Household Size..... | 67 |
| 4.33 Average Dollar Amount Spent on Breakfast per Week by Household Size..... | 68 |
| 4.34 Average Dollar Amount Spent on Dinner per Week by Household Size..... | 68 |
| 4.35 Average Number of Times Respondents Ate Breakfast per Week by Household Size | 69 |
| 4.36 Average Number of Times Respondents Ate Dinner Away From Home per Week by Household Size | 69 |
| 4.37 Average Guest Check per Visit to a FAFH Establishment by Household Size..... | 70 |
| 4.38 Average Guest Check per Visit to a FAFH Establishment for Dinner By Household Size..... | 70 |
| 4.39 Importance of Speed of Service When Choosing a FAFH Establishment for Lunch by Household Size..... | 71 |
| 4.40 Importance of Determinant When Choosing a FAFH Establishment for Dinner by Household Size | 71 |
| 4.41 Average Number of Times Ate FAFH per Week by Home Location | 75 |
| 4.42 Average Number of Times Ate Dinner Away From Home per Week by Home Location..... | 75 |
| 4.43 Importance of Convenience When Choosing a FAFH Establishment for Breakfast by Home Location..... | 76 |

| Table | Page |
|---|------|
| 4.44 Importance of Location When Choosing a FAFH Establishment for Breakfast by Home Location | 76 |
| 4.45 Importance of Hours of Operation When Choosing a FAFH Establishment for Breakfast by Home Location..... | 77 |
| 4.46 Importance of Cleanliness When Choosing a FAFH Establishment for Breakfast by Home Location..... | 77 |
| 4.47 Importance of Attitude of Employees When Choosing a FAFH Establishment for Breakfast by Home Location..... | 78 |
| 4.48 Importance of Speed of Service When Choosing a FAFH Establishment for Breakfast by Home Location..... | 78 |
| 4.49 Importance of Price When Choosing a FAFH Establishment for Breakfast by Home Location | 79 |
| 4.50 Importance of Location When Choosing a FAFH Establishment for Lunch by Home Location | 79 |
| 4.51 Importance of Healthy Menu Items When Choosing a FAFH Establishment for Lunch by Home Location | 80 |
| 4.52 Importance of Cleanliness When Choosing a FAFH Establishment for Lunch by Home Location | 80 |
| 4.53 Importance of Convenience When Choosing a FAFH Establishment for Dinner by Home Location | 81 |
| 4.54 Importance of Location When Choosing a FAFH Establishment for Dinner by Home Location | 81 |
| 4.55 Importance of Cleanliness When Choosing a FAFH Establishment for Dinner by Home Location | 82 |
| 4.56 Importance of Price When Choosing a FAFH Establishment for Dinner by Home Location | 82 |
| 4.57 Number of Times Ate Dinner Away From Home per Person per Week by Spouse Employment Status..... | 83 |

| Table | Page |
|---|------|
| 4.58 Average Dollar Amount Spent on FAFH per Person per Week by Spouse Employment Status | 84 |
| 4.59 Average Dollar Amount Spent on Dinner Away From Home per Person per Week by Spouse Employment Status | 84 |
| 4.60 Average Amount Spent on Dinner per Person per Week by Spouse Work Hours..... | 85 |
| 4.61 Number of Times Ate FAFH per Person per Week by Spouse Work Hours..... | 86 |
| 4.62 Number of Times Ate Breakfast Away From Home per Person per Week by Spouse Work Hours..... | 86 |
| 4.63 Number of Times Ate Lunch Away From Home per Person per Week by Spouse Work Hours..... | 87 |
| 4.64 Number of Times Ate Dinner Away From Home per Person per Week by Spouse Work Hours..... | 87 |
| 5.1 Hypothesis Test Results | 90 |

LIST OF FIGURES

| Figure | Page |
|--|------|
| 4.1 Respondent Profile by Rank | 29 |
| 4.2 Respondent Profile by Home Location..... | 30 |
| 4.3 Respondent Profile by Educational Level..... | 31 |
| 4.4 Respondent Profile by Ethnicity | 31 |

ABSTRACT

Oziemblowsky, Thomas Joseph, M.S., Purdue University, December, 2004. Wright Patterson Air Force Base Consumer Food Away From Home Preferences and Practices. Major Professor: Douglas Nelson.

This study analyzed the differences among the sociodemographic characteristics and Food Away From Home (FAFH) practices and preferences of consumers on Wright Patterson Air Force Base near Dayton, Ohio. Data from a survey conducted from May 17 to June 11 2004 was investigated using Analysis of Variance, t-test, Tukey, and Scheffe statistical procedures. The analyses found that Wright Patterson Air Force Base consumers primarily sought clean FAFH establishments when they chose to consume FAFH. Female Wright Patterson Air Force Base consumers were found to seek FAFH establishments with healthy menu items more than male consumers on the base. Contractors and Sergeants were found to spend more than other ranks on lunch away from home per week, less educated consumers ate FAFH more times per week than more highly educated consumers, and consumers aged 45-64 utilized FAFH more often than consumers aged 26-44. Wright Patterson Air Force Base households with two or less members and an employed spouse were also discovered to consume and spend more on FAFH per week than larger households and households with an unemployed or partially employed spouse.

CHAPTER 1: INTRODUCTION

Demographic characteristics of Wright Patterson Air Force Base

The population of Wright Patterson Air Force Base located near Dayton, Ohio included approximately 15,000 people (Air Force, 2003). There were many military members on the base, including officers and enlisted members according to the Air Force Personnel Center (Air Force). There were additionally a large number of Department of Defense (DOD) civilians working on Wright Patterson Air Force Base. There were retirees of all branches of the military services living within a thirty-mile radius of the base, including both retired officers and retired enlistees (Air Force). Guard and Reservist military members of all branches of the United States armed forces were also stationed around the base.

88th Services Division food service establishments

The 88th Services Division food service establishments on Wright Patterson Air Force Base served this population and included cafeterias, fast-food facilities, table service restaurants, and recreational food service establishments. The Division operated 20 separate food places, including a dining facility, a bowling center snack bar, a consolidated club and banquet facility, a golf course snack bar, and a network of

canteens and base restaurants located throughout the three areas of Wright Patterson Air Force Base. The food service establishments operated at various times of the day and provided different meals to base clientele. They were a unique feature of Wright Patterson Air Force Base. Services organizations at other Air Force installations did not operate such a diverse number of restaurants.

Purpose of the study

This study investigated and quantified the Food Away From Home (FAFH) practices and preferences of consumers at Wright Patterson Air Force Base. The main research objective was to explore the sociodemographic characteristics of the consumers on the base in relation to the number of times they consumed FAFH per week, the average weekly amount they spent on FAFH, and their average guest check per visit to a FAFH establishment. The study additionally investigated the importance Wright Patterson Air Force Base consumers placed on various values when selecting a place to eat FAFH. The demographics considered in this study included age, education level, household size, marital status, ethnicity, gender, rank, work and home residence location, Air Force club membership status, and spouse employment status.

CHAPTER 2: LITERATURE REVIEW

Introduction

Annual sales at military food service establishments have been substantial. In 1999, officer and noncommissioned officer clubs and military dining facilities garnered \$799,682,000 total food and drink sales which were projected to increase to \$1,083,532,000 by 2010 (NRA, 1999). In the United States Air Force alone, 400 military dining facilities and 214 clubs served 57.6 and 22.4 million annual meals respectively in 1994 (Hoffman, 1994). Military food service was thus a significant part of the United States food service industry and it was projected to increase both in the number of meals served and total sales in the near future (NRA, 1999).

Bell, Cardello, and Kramer (1996) studied consumer preferences for food service among military and civilian consumers. They asserted that since military personnel were once civilians, their attitude toward FAFH was shaped by private sector media, particularly television. It was accordingly hypothesized the reasons for use and values sought in these places were similar to civilian food service establishments. The population of Wright Patterson Air Force Base was comprised of military, civilian, contractor, and dependents drawn from the United States population. Therefore, their attitudes should have reflected the attitudes of the general United States populace in terms of the reasons they utilized food service establishments, the values sought when

they used such places, and the sociodemographic characteristics of the consumers who ate FAFH.

No specific literature was found relating to consumer FAFH preferences or the use of United States Air Force restaurants, cafeterias, or fast-food places. However, the large body of literature concerning consumer usage, preferences, and demographics in commercial food service establishments provided a theoretical basis for the topic under study. It was used as a means to understand consumer usage, values sought, and the sociodemographic of the most likely user of food service establishments. This literature was used as the starting point for the hypotheses under investigation.

Why people ate FAFH

United States Statistics

In the contemporary United States, eating FAFH was a widespread practice. The United States Department of Agriculture (USDA) reported in 1970 the average American spent 33.4 percent of their food dollar on FAFH, which climbed to 46.1 percent by 2002 (Food Service, n.d.). Meals away from home included all meals consumed for breakfast, lunch, and dinner outside of the home. It additionally included meals at restaurants, carryout, vending machines, meals away from home on trips and special events such as bar mitzvahs or weddings. In 1998, the National Restaurant Association (1999) found the typical American household spent \$812 per person annually on FAFH. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey

(CE) data indicated spending on food away from increased 4.6 percent from 2000 to 2002, an increase per capita from an average of \$2,137 to \$2,276 (Consumer Expenditures, 2002). According to this data, the increased spending on food way from home was a major trend in American consumer spending patterns. By contrast, from 1960 to 1991, the share of income spent on Food At Home (FAH) declined from 73.4 to 54.6 percent of the consumer's food dollar (Binkley, Eales, & Jekanowski, 2001).

Value Expressive Function

Discretionary Income

Income level was furthermore related to FAFH. This was because the more income a consumer possessed the more discretionary income that was available to them, and therefore the more consumption of FAFH that was possible (Dardis, Derrick, & Lehfeld, 1982). Bransby and Osborne (1953) found higher social class was positively correlated with more frequent eating out. Concurrently, statistics showed American households with average incomes over \$70,000 accounted for 34 percent of total FAFH expenditure in the United States (Household spending, 2001). Edlow and Dinkins (1992) analyzed the 1989 CE and found households with an annual income of less than \$15,000 purchased significantly less amounts of FAFH than households with annual incomes of \$45,000 or more. Households with higher incomes levels thus tended to purchase more FAFH because they had more discretionary income (Ashton, Riggs & Wallace, 1980; Asp, Kinsey & Senauer, 1991; Blaylock & Smallwood, 1981; Edlow et

al., 1992; Household, 2001; Jacobs, Shipp & Brown, 1989; Kinsey, 1983). Restaurant industry sales were in fact a measure of discretionary consumer spending, which tended to increase in times of economic prosperity (Price, 2000).

Commodification of Food

Food consumption has increasingly become part of the commercial rather than domestic sector (Asp, Kinsey & Senauer, 1991). Demographic trends according to Senauer (2001) have moved meal preparation outside of the home and into the restaurant, cafeteria, and fast-food place. Martens et al. (2000) called this shift the commodification of food, where meals were fully prepared and ready for consumption in the commercial market rather than the domestic household. Finkelstein (1998) suggested emotions within food service establishments were even commodities ready for consumption. For instance, she said consumers could purchase a desired state of being within the restaurant environment, such as feelings of happiness, success, romance, or belonging. Thus, consumers increasingly utilized commercially prepared food outside of the home to the extent that food preparation itself became a commodity for purchase in the marketplace (Senauer).

Social Enjoyment

A principle part of pleasure derived from eating FAFH came from social participation (Abe, Bagozzi, Bergami & Wong, 2000; Cheong, 2002; Martens et al., 2000; Finkelstein, 1989). Eating FAFH offered the opportunity for communal

involvement that created mutual reciprocity among individuals (Cheong, Martens et al.). For instance, a man and a woman or large groups of friends went out to eat at a restaurant. In these instances, Martens et al. and Finkelstein found the food eaten became a social event. Finkelstein remarked the standards of conduct in such situations fashioned an indebtedness that bridged the existential gap between members and enhanced group membership and cohesion, encouraging social obligation among participants. Cheong's study of senior citizens' socialization patterns within fast-food restaurants found older Americans used such places as superficial socialization vehicles. Like shopping malls or other public places, restaurants and food consumed away from home offered opportunities for individuals to engage in communal experiences and group interaction (Abe et al.; Cheong; Martens et al; Finkelstein).

Values Sought by American Consumers

Convenience

Goften (1995) called time the currency of the 1990s. He stated consumers increasingly faced a time famine in which they attempted to balance their busy lives. According to the NRA (1999), fifteen years ago the average preparation time for a meal was one hour. In 1999, it was thirty minutes and expected to decline to between five and fifteen minutes by the year 2030 (NRA). Consumers were increasingly turning to ready-made meals, takeout, self-service, and fast-food establishments to save themselves time (Asp et al., 1991; Byrne et al., 1998; NRA, 1986; Panitz, 1999; Wysocki, n.d.). In fact,

Binkley et al. (2001) defined the saving of time as the avoidance of meal preparation. Senauer (1983) found half of the American population ate FAFH daily in the early 1980s to save themselves from the burden of preparing meals. Binkley et al. and Heubusch (1997) detailed the harried lifestyle of today's consumer and the declining cooking skills of women and children in the home. Kronl, Lau, and Reaburn (1979) found convenience positively correlated to increased price and greater use of processed foodstuffs, including instant coffee and pre-made cakes. Davis and Stuart (2002) and Heubusch described the plethora of ready made food products prepared for consumption at American supermarkets, including home meal replacements, ready to cook, ready to eat, and ready to heat food products. Indeed, convenience was a significant benefit sought by contemporary American consumers and they were willing to pay more for it as income levels increased in the 1990s for much of the baby boom generation (Asp et al.; Becker, 1965; Heubusch; NRA; Nayga, 1996; Panitz; Wysocki).

Location

Location was a key aspect of convenience. According to Becker's (1965) utility utilization model, consumers were not only concerned with a product's price but also with the time costs involved in using a product. Binkley et al. (2001) argued fast-food minimized time costs while it maximized convenience. Their research found that the location of quick service restaurants near consumers significantly increased the frequency of food purchases at the restaurants. Undeniably, in the 1990s Americans did not have to travel more than 10 to 15 minutes in order to partake in a meal at a quick

service restaurant (Binkley et al). In fact, McDonald's utilized location as an important strategy in expanding its market share (Binkley et al.). It more conveniently located its establishments where consumers worked, lived, and played in order to enhance the accessibility of its restaurants to consumers. Dardis et al. (1982) furthermore found lower expenditures on FAFH in urban areas due to increased levels of transportation, time costs, and lower prices. Urban consumers were therefore found to purchase more FAFH than consumers living in rural areas (Dardis et al).

Dual Income Families

Part of the demand for convenience arose out of the growing number of dual income families in America. Blisard (2001) cited increased participation of women in the workforce as a major component of social and economic change in the United States. From 1900 to 1987, Blisard found that the participation of women in the workforce increased from 31 to 56 percent. Blaylock et al. (1981), Capps et al. (1992 & 1993), Kinsey (1983), and Prochaska and Schrimper (1973) found that since time and budget were two of the major constraints on consumption behavior, dual income and single families headed by females sought less time intensive consumption patterns because they more highly valued their time. Capps et al., (1992, 1993 & 1994), Nayga (1996), Nayga and Wanzala (1996), Blisard et al. (2001), and Campbell and Horton (1991) discussed how women saved time by substituting household for commercial labor in the form of meals prepared away from the home. Edlow et al. (1992) furthermore described how dual income households spent significantly more than single income households on

FAFH due to time constraints. Asp et al. (1991) and Goften (1995) listed the need for convenience in food as a major consequence of dual income families. Lippert and Love (1996) found a wife's employment status and educational level was positively related to FAFH expenditures.

There were additionally many studies related to working women, time constraints, and food purchases. Prochacka et al. (1973) and Strober and Weinburg (1977) found that when time was scarce, the value on a women's time rose along with her earning potential, and the household purchased more meals away from home. Pak and Pol (1996) described that as the percentage of women in the labor force increased, consumers placed a higher premium on their time. Bellante and Foster (1984) found that labor force participation and education were significant factors in determining household expenditures for services, including FAFH. While they discovered that the employment status of a wife did not considerably influence the purchase and ownership of durable goods, it did affect the purchase and ownership of service commodities. Redman (1989) furthermore found that overall family income had a positive effect on FAFH purchases. Redman's study found households with working wives spent notably more on FAFH as compared with other households. Blaylock et al. (1981) and Byrne et al. (1998) additionally found that the value of a wife's time was more important than family income when determining expenditures at fast-food establishments. These studies supported the model of household production as outlined by Becker (1965), which explained how, as consumers entered the workforce and achieved a certain income level, they made expenditure decisions in accordance with their income and time constraints.

Becker explained the purchase of services was based upon a rise in income and a corresponding constraint on time. This helped explain Kinsey's (1983) findings that wives employed full time ate substantially more FAFH than wives employed part time.

Single Parent Households

Single parent households were another reason for the growth in convenience foods away from the home. Divorce rates increased 173 percent between 1970 and 1980 and today half of all marriages ended in divorce (Beale, 2000; Senauer, 1983). Additionally, nontraditional households comprised of nonmarried men and women exponentially grew in the 1990s, including unmarried couples, single parent households, single, and elderly households (Senauer, 1983). By the early 1980s, only seven percent of households fit the traditional nuclear family stereotype of a working husband, an unemployed wife, and two children (Kinsey, 1983). In fact, the United States Census Bureau (1993) reported nontraditional households, predominantly single parent households, increased from 10.4 to 14.2 percent of all households while the number of husband and wife households declined from 61 to 55 percent of all households from 1982 to 1992. The percentage of one parent families additionally rose from 9.1 to 27.3 percent of all families from 1900 to 1998 (Beale, 2000). People living alone comprised a quarter of all households in 2000 (Beale). Nontraditional household growth led to increased consumption of FAFH. Consumers either had more discretionary income with which to purchase FAFH or sought out convenience foods that saved food preparation

time at home (Becker 1965; Bellante & Foster, 1984; Blaylock et al., 1981; Kinsey 1983; Pak et al., 1996; Prochacka et al., 1973; Redman, 1989; Strober et al., 1977).

Nontraditional household research varied. Asp et al. (1991) found single women spent a larger proportion of their food budget at home and as much as single men at restaurants. Fine et al. (1996) stated single households consumed more meals away from home than dual income households. Blisard (2001) found single female households increased food expenditures overall but spent less than the average household from 1990 to 1998 on FAFH. The NRA (1986) furthermore found single females were frequent users of fast-food and take-out services if the female head of household was employed full time. The research regarding nontraditional households and their FAFH consumption patterns was diverse, suggesting it was part of the greater trend towards convenience among consumers (Asp et al.; Blisard; NRA).

Variety

Variety was defined by Martens et al. (2000) and Finkelstein (1998) as a novel experience that broke with the everyday routine of a consumer's life. Participants in Martens et al.'s focus groups repeatedly referred to eating FAFH as getting a change, break, or treat. The participants ate FAFH as a means to socialize and maintain relationships with old friends or establish relationships with new ones. Finkelstein mentioned consumers utilized food establishments away from home as a break from habit where the possibility existed for a commodified experience replete with packaged emotions. Senauer (1983) additionally cited the purchase of low risk food items, such as

premium ice cream and gourmet coffee, as vehicles for the enhancement of a consumer's life through easily affordable food treats. Asp et al. (1991) found consumers used grazing, take out meals, finger foods, buffets, and vending machines as methods for adding variety to their lives. Krebs-Smith, Krebs-Smith, & Smickolas-Wright (2001) additionally discovered that regardless of the location, women desired a variety of meals served in different proportions. Variety was in fact a key benefit sought by many of today's consumers (NRA, 1991, 1996, 1997 & 1999). The prevalence of ethnic restaurants demanded by affluent and well-traveled members of the baby boom generation was evidence of variety in the marketplace (Davis & Stuart, 2002). The 40,000 items in supermarkets, the 12,264 annual food products introductions within them, and healthy food products were further examples of consumer demand for variety (Beale, 2000; Davis et al.).

Ethnic Diversity

Another significant trend in the consumption of FAFH in America was the rising ethnic diversity of the population (Asp et al., 1991; Cromartie, 2002; The Food, 1999; Wysocki, n.d.). Asp et al., Dardis and Soberon-Ferrer (1991), Soberon-Ferrer and Wagner (1990), and the USDA (Population Briefing, 2002) projected that the United States Asian and Hispanic populations would increase at a rate of 80 percent annually. Coupled with declining growth among the white population, Asp et al. found one third of the annual American population growth came from immigration, of which Hispanics were the fastest growing segment at a rate of 1.2 million people annually in the 1990s.

Hispanics accounted for 49.7 percent, or 3.5 million, of the 6.9 million population change from April 1, 2000, to July 1, 2002 (Population Briefing, 2002). 52.9 percent of this growth was due to international migration and 47.1 percent was attributed to natural increase (Population Briefing). Concurrently, a more ethnically diverse population demanded more food variety in the form of multicultural products and services (Senauer, 2001). Asp et al. said homogenized FAFH used to accommodate the mass consumer market. Today, that mass market has given way to more multicultural personalized goods and services. Regional differences also contributed to the variety in tastes and food preferences throughout the country (Blisard et al., 2001).

Variety in the consumer market manifested itself in several ways. For instance, Ballenger, Blisard, Cromartie, and Lin (2002) found a more ethnically diverse population has led to an increasingly diverse consumption of FAFH. Martens et al. (2000) furthermore established that cultural diversity brought a wider availability of FAFH to consumers. Variety manifested itself in Marten et al.'s research through selectivity, or the freedom of choice and personal control and discretion when selecting a place to eat FAFH. Senauer (2001) said the baby boom generation and dual income households pursued variety in FAFH more often because they had the disposable income to pursue it. Fine et al. (1996) provided supermarkets as the embodiment of freedom of choice, where over 20,000 food items were available to consumers with the purchasing power to buy them. Variety has increased as the number of commercial food service establishments developed within the marketplace (Blisard, 2001; Pratscher, 1995). The

NRA (1997) found three out of four adults felt they had a larger selection of commercial restaurants available to them than in 1997 than in 1995.

Value for Price Paid

Value was another significant factor sought by consumers when they ate FAFH. Wysocki (n.d.) stated that as incomes rose, consumers wanted better value for their money. For example, Martens et al. (2000) established working wives sought relief from the labor of acquiring and preparing food through the acquisition of FAFH. Fine et al. (1996) additionally discussed the willingness of consumers to pay for value added products, such as processed or packaged foodstuffs, that increased convenience but also cost. Fine et al. said consumers purchased more FAFH as their discretionary purchasing power rose. Conversely, Cole-Hamilton and Lang (1986) discovered lower income groups could not extensively afford value added convenience foods, and thus tended to consume less nutrient rich and more fast-food oriented FAFH. The consumption of valued added foods has increased in America, but it was mostly a function of the discretionary purchasing power of the consumer (Asp et al., 1991; Cole-Hamilton et al.; Senauer, 2001; Wysocki). Consumers with more discretionary income purchased higher quality FAFH.

Quality

There were certain qualities consumers sought in commercial food service establishments. Stockley (1996) found quality as the most significant factor affecting

the choice of a food place by consumers. The NRA (1999) furthermore identified that the majority of customer complaints arose from the speed of restaurant service, a major factor in overall service quality for Americans. Additionally, for Stockley food taste and value for money were other factors affecting consumer choice of food service establishments, as well as the consistency of the food from visit to visit, the influence of children in the household, and the inviting appearance of the food place. Permmutter and Gregoire (1998) found that quality and price were the most important factors for consumer selection of a worksite cafeteria. In a study consumers in Rio De Janerio, Brazil, Branco and Salay (2001) determined price and convenience were determinants of consumer selection of a restaurant, followed by food variety, quality of the food, hygiene, fast and friendly service, and the attractive appearance of the restaurant. Thus, there were many variables affecting consumer choice of a food service establishment. It seemed that the values most attributed to the selection of a food place by consumers were the quality, service, convenience, food taste, and price of the food service business (Branco et al.; NRA; Permmutter et al.; Senauer; Stockley).

Social

Informality

Research supported the trend towards less formal, more casual commercial food service. According to Martens et al. (2000), informality involved less ritualized and constrictive social behaviors and more entertainment. Martens et al.'s focus groups

reported needing a break from everyday conventionality, such as relaxing, socializing, or celebrating a special occasion. Finkelstein (1998) showed how FAFH was an indication of the trend toward more casual dining. For Finkelstein, the ambiance of the physical restaurant environment indicated the consumer's lifestyle. Murcott (as cited in Griffiths et al., 1998) postulated psychological stress was a feature of modern life and individuals needed to escape from it using comfort foods or experiences set apart from the routine of daily life. Fischler and Souton (as cited in Griffiths et al., 1998) studied the decline of the family meal ceremony and the growth of more relaxed eating habits in western societies. Blisard (2001) additionally proved Americans were more materially wealthy and that the increase in their discretionary income led to increased spending per food dollar on quality and convenience rather than on quantity. Informality and the desire for quality were thus major factors influencing eating patterns on FAFH (Blisard; Griffiths et al.; Finkelstein; Martens et al.)

Sociodemographic Trends and Eating FAFH

Fine et al. (1996) offered evidence regarding distinct patterns of food choice. Their research connected food purchases and food choice as distinct configurations that systematically varied according to sociodemographic characteristics. Khan's (1981) model of food choice additionally stated sociodemographic factors, including income, educational level, household size, and marital status influenced consumer food choices. For example, consumers of different age, income, gender, social class, household size, and ethnicity chose different types of food, methods of food consumption, and the

location and frequency of meal periods (Fine et al.; Khan). Dardis et al. (1982) and Martens et al. (2000) found the propensity to eat FAFH varied according to the income level, education, marital status, and age of the participants in their studies. Blaylock et al. (1981), Blisard (2001), Blisard et al. (2001), NRA (1986, 1991, 1996, 1997, 1999 & 2000), and USDA (2002) research compared socioeconomic characteristics of consumers based on their age, household size, gender, marital status, geographic region, race and other demographic factors within the United States. These demographics were widely used by industry and government to uncover the patterns in eating FAFH according to such variables. Changing demographics in the United States thus led to increased FAFH expenditure (Capps et al., 1994; Dardis et al.; Martens et al.).

Income

One of the socioeconomic variables that led to increased FAFH consumption was income. Household Spending (2001) indicated households with an average annual income of \$70,000 or more spent 44 percent more on average than other households on FAH, and twice as much on FAFH. In 1999, this source also found this demographic accounted for \$66,701,583 of FAFH purchases annually, about \$192 per person. In contrast, the NRA (2000) discovered households with annual incomes less than \$25,000 spent significantly less on FAFH, an average of \$74 per person annually. The BLS reported households with an annual income between \$50,000 to \$69,000 spent 60 percent more than households in lower income brackets (Spending On Food, n.d.). Brown and Lee (1986), Byrne et al. (1998), Fine et al. (1996), Martens et al. (2000), and

Redman (1989) found per capita income had a positive correlation to food consumption away from home. Edlow et al. (1992) found households with annual incomes of less than \$15,000 spent a lesser amount on FAFH. On the other hand, Edlow et al. revealed households with annual incomes over \$45,000 or more tended to spend more of their food budget on FAFH. Additionally, Blisard et al. (2001) found affluent households spent twice as much on FAFH than the poorest American households in the 1990s. Byrne et al. established income strongly influenced the decision to eat in upscale restaurants, and Brandt and McCracken (1987) found income had a positive correlation to expenditures at quick service restaurants. Research showed that expenditures on FAFH tended to increase as income rose (Dardis et al., 1982; Lamm, 1982).

Ethnicity

Ethnicity was another socioeconomic characteristic that influenced the consumption of FAFH. In 1999, Household Spending (2001) revealed White Caucasians spent 67 percent and 88 percent more than African Americans and Hispanics, respectively. Capps et al. (1994) and Pak et al. (1996) declared ethnicity was an important determinant of FAFH spending, and non-Hispanic whites spent the most on it because they comprised a larger proportion of the population. Redman (1989) found evidence that African American wives employed outside of the home spent significantly less than White Caucasian wives and Dardis et al. (1982) discovered African Americans spent significantly less on FAFH than non-African American consumers. Edlow et al. (1992) found that expenditure on FAFH for some African American families with an

annual income of \$15,000 or less was sometimes nonexistent. Kinsey (1983) furthermore proved that part time working wives of African and Hispanic American ethnicity spent less than full time wives of similar ethnicity on FAFH. Abe et al. (2000) discovered the decision to use and the frequency of patronage of fast-food restaurants depended on the cultural background of the consumer. According to Binkley et al. (2001), African and Hispanic Americans consumed more fast-foods than White Caucasians. Byrne et al. (1998), Dardis et al. (1991), Nayga (1995), Nayga et al., (1996), Pak et al. (1996), and Soberson-Ferrer et al. (1990) proved non-Hispanic whites tended to spend more on FAFH because they comprised a larger proportion of the American population, 80.7 percent of the total (Population Briefing, 2002).

Age

Age was another sociodemographic attributed to a consumer's proclivity to eat FAFH. In 1999, Household Spending (2001) indicated Americans annually spent on average \$162 on FAFH. Those under 25 years of age according to this source and those in the 45 to 64 age group spent the most, an average of \$101 and \$109, respectively. The former spent more of their recreational budget on FAFH, and the latter had more discretionary purchasing power because they were typically in their peak earning years (Household Spending; Pak et. al., 1996; Senauer, 2001). In 1997 the 45 to 64 age bracket accounted for 21 percent of the \$320.3 billion spent on FAFH (Spending On Food, n.d.). Binkley et al. (2001) and NRA (1991) research revealed households with members under the age of 45 spent the most on meals at fast-food restaurants,

particularly those with teenaged household members. On the contrary, the NRA (1991) discovered those households aged 55 to 74 spent the most at table service restaurants. Axelson and Penfield (1983), Dardis et al. (1982), Edlow et al. (1992), Lippert et al. (1986), Senauer, and the NRA (2000) found that those 65 and older as a faction spent considerably less on FAFH and Capps et al. (1994) discovered increased age was negatively correlated with FAFH expenditure, especially at fast-food establishments. Herme (1995) and Bransby et al. (1953) said this was due to the changing nutritional needs of the elderly, who typically needed fewer calories due to decreased levels of physical activity. Ballenger et al. (2002) and Beale (2000) described that as the baby boom generation aged, the consumption of FAFH would decrease due to this fact.

Marital Status and Household Size

Marital status and household size were two other socioeconomic characteristics related to the consumption of FAFH. According to Household Spending (2001), married couples with children on average annually spent \$7,472 on FAFH as an aggregate group in 1999. In contrast, married couples without children and single households annually spent \$2,379.99 and \$1,235.99 respectively on FAFH in 1999 (Household Spending). Households with four or more members spent the most out of multiperson households, while young consumers living alone spent the most on FAFH on average (Byrne et al., 1998; Dardis et al., 1982; Edlow et al., 1992). Capps et al. (1993 & 1994), Manchester (1990), Nayga (1995), Pak et al. (1996) and Sexauer (1979) also found singles, husband-wife households, and households with older children spent more as compared with other

households on FAFH. Research showed single person households spent 18 percent more per person on FAFH than households of six or more members (Dardis et al.; USDA, 2002). Senauer (2001) and Dardis et al. additionally found households with two members or less spent more of their food budget on FAFH than households with three or more members. Binkley et al. (2001) found larger households consumed fewer fast-food and more meals prepared at home. Consumption trends based on this research seemed to indicate smaller households spent more than larger households on FAFH. Lippert et al. (1986) and Martens et al. (2000) suggested this was due to the presence of children, which inhibited the ability of parents to consume FAFH. Additionally, as children grew, the discretionary income of a married couple increased while their parental responsibilities decreased, allowing them to consume more FAFH (Lippert et al., Nayga et al., 1996).

Education Level

Education level was another significant sociodemographic factor in the consumption of FAFH. Asp et al. (1991) stated one fifth of the American population completed college in 1988 and college graduates earned on average 76 percent more than high school graduates. Bellante et al. (1984), Pak et al. (1996), and Sexauer (1979) found education and labor force participation were significant factors in determining expenditures for many services, including FAFH. Goungetas and Morgan (2001) confirmed this fact when they found the educational attainment of the female head of the household positively correlated to the number of snacks household members consumed

away from the home. Edlow et al. (1992) furthermore discovered that consumers with less than nine years of education tended to spend considerably less on FAFH as compared with college-educated consumers. In Nayga et al.'s (1996) and Redman's (1989) research, higher education led to more expenditure on services for working wives. Byrne et al. (1998) discovered higher levels of education substantially increased expenditures at full-service and mid-scale restaurants. The NRA (1986) also found employed household heads with collegiate levels of education tended to purchase take out food more often than less educated heads of household. Educational level thus seemed positively associated with increased spending on FAFH (Bellante et al.; Edlow et al.; Goungetas et al.; Redman; NRA).

Gender

The last sociodemographic factor associated with the consumption of FAFH was gender. The research literature showed that single males ate more than single females away from home (Blisard et al., 2001; Capps et al., 1993). The annual expenditures for male and female headed households were \$515.78 and \$327.11 respectively (Household Spending, 2001). Dardis et al. (1991), Garry, Goodwin, and Hunt, (1982), and Martens et al. (2000) found females were large consumers of convenience foods away from home due to the constraints on their time and their increased need for convenience. Male consumers were often larger consumers of meals away from home, but females were larger consumers of snacks, take out, and convenience foods (Blisard, 2001; Capps et al., 1993 & 1994; Dardis et al.; Household Spending; Martens et al., Sexauer, 1979). Nayga

et al. (1996) suggested this was due to working wives need to feed their children quickly with little effort on their part.

Contemporary American Eating Habits

Along with the socioeconomic factors that influenced the consumption of FAFH, meal times affected it as well. For instance, the growth in the need to save time, convenience technologies, and high divorce rates led to less formalized sit down meals (Beale, 2000). In fact, Heubusch (1997) found few consumers planned their meals more than a half an hour prior to consuming a meal. Instead, Abe et al. (2000) said consumers frequently grazed on food throughout the day. For example, Goften (1995) found the frequency of snacking increased 300 percent over 10 years among industrialized countries. Americans also increasingly ate at home using take out and ready-made meals purchased in commercial food service establishments according to the NRA (1997, 1996 & 1986). NRA (1991) research reported consumers between the age of 19 and 24 frequented fast-food places more to consume food snacks rather than to eat sit down meals. Capps et al. (1993 & 1994) revealed individuals consumed more FAFH during weekdays than on weekends. Contemporary meals in American society thus seemed characterized now more by snacking and small meals based on individualized choices rather than full sit down meals (Abe et al.; Beale, 2000; Griffiths et al.; Heubusch; Hunter et al.; NRA, 1997, 1996, 1991 & 1986).

CHAPTER 3: METHDOLOGY

Research Process

A fifty-three question internet survey was developed using Dreamweaver software to garner information regarding Wright Patterson Air Force Base FAFH consumption habits (Appendix B). The survey was developed through a collaborative process involving two meetings between the 88th Services Division marketing department and the Purdue University Department of Hospitality and Tourism Management. The survey was pilot tested from April 1, 2004 to April 15, 2004 using a representative sample drawn from the Wright Patterson Air Force Base population by the 88th Services Division marketing department. Feedback from the pilot study was utilized to enhance the survey. An e-mail with a hyperlink to the survey (Appendix A) was sent to the Wright Patterson Air Force Base population on May 17, 2004 using an 88th Services Division listserv. Potential respondents could respond to the survey over a four week period, from May 17, 2004, to June 11, 2004. A follow up e-mail (Appendix A) was sent on May 24, 2004 and a second follow up e-mail (Appendix A) was sent on May 31, 2004 to the Wright Patterson Air Force Base population requesting them to complete the online survey. These e-mails encouraged potential respondents to complete the survey.

The survey was divided into three sections. The first section dealt with general information about values consumers sought when they ate FAFH. The questionnaire for these values was modeled after numerous studies conducted by the NRA (1991, 1996, 1997 & 1999). The second section dealt with questions related to 88th Services Division restaurants. Respondents were asked questions about the restaurants they visited within the last three months. A maximum of three restaurants were included in this part of the survey, and the Dreamweaver program randomly asked restaurant specific questions. Additionally, a text box was provided for respondents to provide open ended feedback for the 88th Services Division. The last set of questions dealt with the respondent's demographic profile, including their age, gender, rank, educational level, spousal employment status, household size, marital status, work hours, Air Force club membership status, location of employment on Wright Patterson Air Force Base and the location of their homes. The survey included extensive skip patterns to avoid redundant and unnecessary questions. A progress bar indicated the respondent's progress through the survey. The respondent could additionally enter their name and e-mail address at the conclusion of the survey to enter a drawing to win a free DVD player from the 88th Services Division marketing department. All information gained from the online survey was stored in four Microsoft Access database tables. Microsoft Excel was utilized to transfer the information from Access into Statistical Analysis Software (SAS), version 8. All statistical analysis was conducted using SAS.

Hypotheses

Twelve hypotheses were devised after completion of the literature review. The hypotheses related to the number of times the respondents ate FAFH for breakfast, lunch, and dinner per week, as well as the average amount they spent each week on it and their average guest check per visit for each meal. The hypotheses moreover dealt with the importance of a range of values consumers desired when they selected a place to eat breakfast, lunch, or dinner. These factors were compared to the respondents' demographics. A comprehensive listing of the hypotheses was presented below.

Ho1: Females spent more and consumed FAFH a greater number of times away from home per week than males.

Ho2: Females valued convenience more than males when they selected a FAFH establishment to consume breakfast, lunch, or dinner.

Ho3: Single Wright Patterson Air Force Base consumers consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who were married.

Ho4: Wright Patterson Air Force Base consumers who were high ranking civilians or officers consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who were low ranking civilians and enlisted military members.

Ho5: Wright Patterson Air Force Base households with two or less members consumed and spent more on FAFH than Wright Patterson Air Force Base households with three or more members.

Ho6: Wright Patterson Air Force Base households with three or more members valued convenience and price more than Wright Patterson Air Force Base households with two or less members.

Ho7: Wright Patterson Air Force Base consumers who were 25 years old or less or in the 45-65 age demographic consumed and spent more on FAFH than respondents in other age demographics on Wright Patterson Air Force Base.

Ho8: Wright Patterson Air Force Base consumers who were more highly educated consumed and spent more on FAFH than less educated Wright Patterson Air Force Base consumers.

Ho9: Wright Patterson Air Force Base consumers who were African or Hispanic American consumed more FAFH each week than Wright Patterson Air Force Base consumers who were White Caucasian.

Ho10: Wright Patterson Air Force Base consumers who resided off base consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who resided on base.

Ho11: Wright Patterson Air Force Base households where the spouse was employed consumed and spent more on FAFH than Wright Patterson Air Force Base households where the spouse was unemployed.

Ho12: Wright Patterson Air Force Base households where the spouse was employed 40 or more hours per week consumed and spent more on FAFH than Wright Patterson Air Force Base households where the spouse was unemployed or employed less than 40 or more hours per week.

CHAPTER 4: RESULTS

Data Analysis

Profile of the respondents

Fourteen hundred and eighteen members of Wright Patterson Air Force Base responded to the survey (n=1418). Forty-eight percent of the respondents were civilian employees working for the Department of Defense (DOD) (Figure 4.1). Fifteen percent of the respondents were also active duty military (Figure 4.1). Sixteen percent of the respondents were some other classification (Figure 4.1).

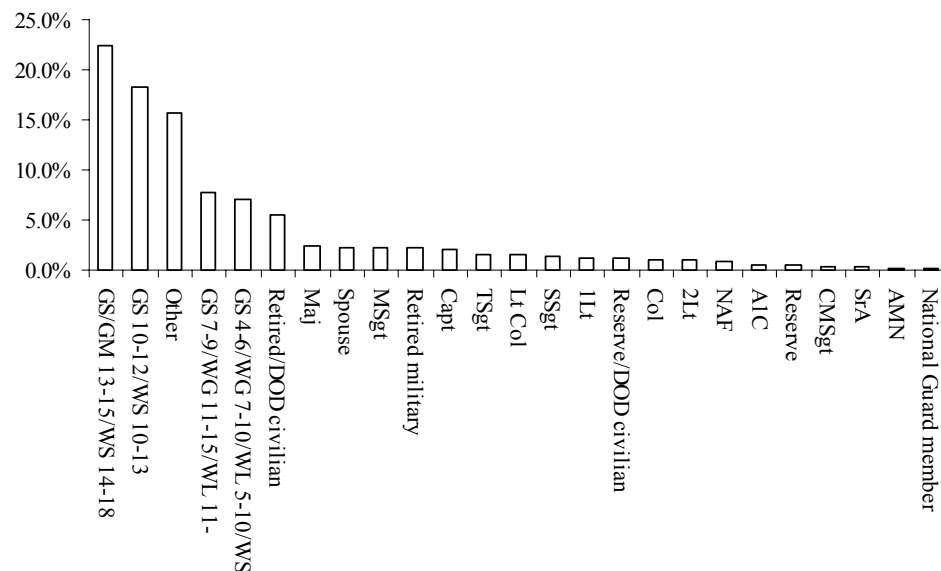


Figure 4.1: Respondent Profile by Rank

Ninety percent of the respondents were permanently assigned to Wright Patterson Air Force Base. One percent were temporarily assigned to the base. Forty-eight and 44.7 percent of the respondents were male and female, respectively. The mean age of the respondents was 45.4 years old, and 80.2 percent of the respondents lived away from Wright Patterson Air Force Base in a house, 8.7 percent lived off base in an apartment, 3.4 percent inhabited base housing, and 0.5 percent lived in a base dormitory (Figure 4.2). The respondents resided an average of 19.6 minutes to the base from their residences, mostly in homes off base.

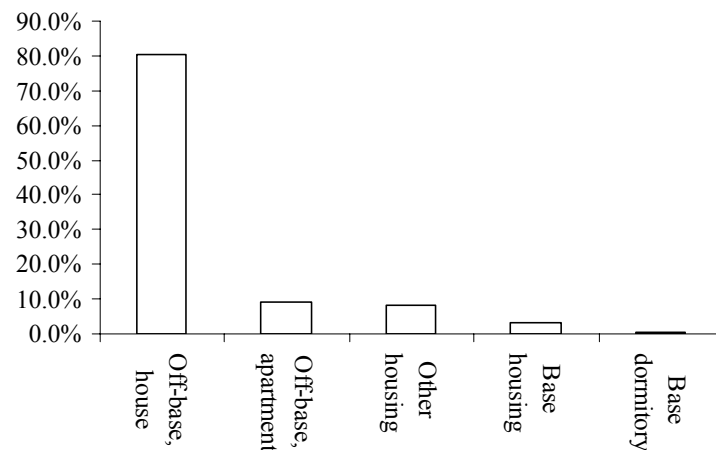


Figure 4.2: Respondent Profile by Home Location

Approximately thirty percent of the respondents each reported attaining a bachelors or masters degree (Figure 4.3). Twenty percent said they had some college, but no degree (Figure 4.3). Eight percent said they had an Associate's degree, and 3.6 percent said they had a high school diploma (Figure 4.3). Seventy-six percent of the

respondents were White Caucasian (Figure 4.4). Sixteen percent reported being Air Force club members, while 79.3 percent reported not being Air Force club members.

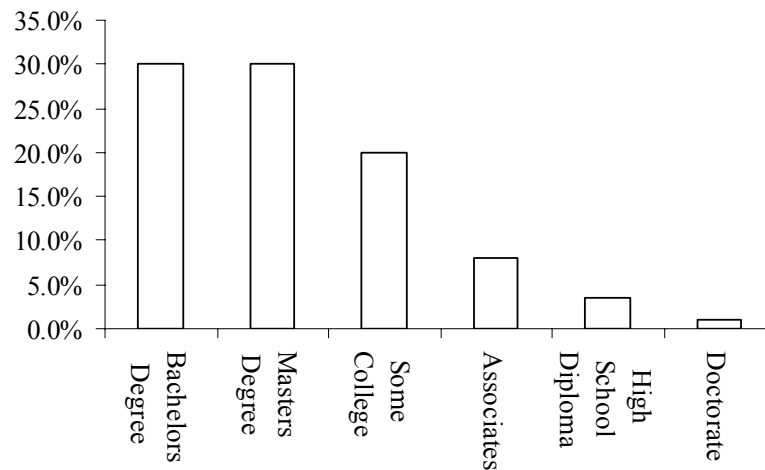


Figure 4.3: Respondent Profile by Educational Level

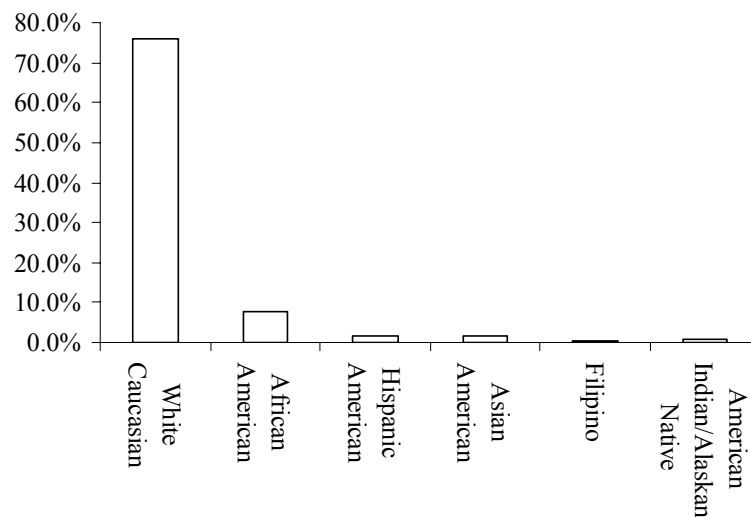


Figure 4.4: Respondent Profile by Ethnicity

Eighty-seven percent of the respondents said they worked during the day shift, from 7:00 A.M. to 4:30 P.M., 1.2 percent said they worked rotating shifts, and 0.1 percent said they worked the midnight or swing shifts. Twelve percent worked some other type of shift. Forty-eight percent of the respondents reported working on area B of Wright Patterson Air Force Base, 27.9 percent said they worked on area A, and 15.6 percent said they worked on area C of the base. Three percent said they worked near the base and 0.1 percent said they worked at the Kittyhawk Center on the base. A detailed map of the areas where the respondents worked on Wright Patterson Air Force Base can be found on the 88th Services Division website located at <http://wpsv.wpafb.af.mil/main.htm>.

Sixty-six percent of the respondents were married, 14.5 percent were single, 7.5 percent were divorced, 3.2 percent were single but living with someone, 1.8 percent were separated, and 1.3 percent were widowed. Fifty-six percent had their spouse living with them at Wright Patterson Air Force Base, while 11.2 percent reported not having their spouse with them at the base. Fifty percent of the respondent's spouses were employed while 16.4 percent were unemployed. Of the employed spouses, 48.8 percent worked 40 or more hours a week, 16 percent did not work, and 12.3 percent worked less than 40 hours per week. Sixty-five percent of the respondents had children, while 31.8 percent did not have children. The average household size of the respondents was 2.7 members.

FAFH Values

Breakfast

The importance of various values when choosing a FAFH establishment to consume breakfast was first explored utilizing descriptive statistics. Table 4.1 provides a detailed list of these determinants, which the respondents ranked on a Likert scale of one to five. On average, the mean for convenience, location, hours of operation, menu variety, healthy menu items, atmosphere, cleanliness, attitude of employees, speed of service, and price indicated the respondents felt these values were important factors when choosing a FAFH establishment to eat breakfast (Table 4.1). Only meeting with friends, co-workers, and family had a mean around three, indicating it was neither unimportant nor important to all of the respondents when they chose a FAFH establishment to consume breakfast. Cleanliness, speed of service, and convenience were thus the three most important factors according to the respondents when they selected a FAFH establishment to consume breakfast away from home.

An Analysis of Variance (ANOVA) test on the mean importance of the values respondents to the Wright Patterson Air Force Base survey sought when they selected a FAFH establishment to consume breakfast away from home was found to be very significant (Table 4.1). A Scheffe test of the means revealed that cleanliness was rated significantly higher in importance than the other values (Table 4.1). In particular, cleanliness was rated 1.36, 1.14, and 0.78 times higher in importance, respectively, than the three least important values, meeting with friends, co-workers or family, atmosphere,

and healthy menu items. The Scheffe test additionally found that speed of service and convenience were rated significantly higher in importance by the respondents than menu variety, healthy menu items, atmosphere, and meeting with friends, co-workers or family (Table 4.1). Healthy menu items, atmosphere, and meeting with friends, co-workers, or family also significantly differed from one another in terms of the mean importance respondents assigned to them when they chose a FAFH establishment for breakfast according to the Scheffe test (Table 4.1).

Table 4.1: Level of Importance When Choosing a FAFH Establishment for Breakfast

| Determinant | N | Mean ^{ab} | SD |
|--|-----|--------------------|------|
| Cleanliness | 730 | 4.55 _a | 0.79 |
| Speed of service | 730 | 4.34 _b | 0.82 |
| Convenience | 730 | 4.33 _b | 0.92 |
| Location | 730 | 4.26 _{bc} | 0.92 |
| Attitude of employees | 730 | 4.23 _{bc} | 0.88 |
| Hours of operation | 730 | 4.17 _{bc} | 0.90 |
| Price | 730 | 4.17 _{bc} | 0.88 |
| Menu variety | 730 | 4.08 _c | 0.89 |
| Healthy menu items | 730 | 3.77 _d | 1.04 |
| Atmosphere | 730 | 3.41 _e | 1.01 |
| Meeting friends/co-workers | 730 | 3.19 _f | 3.19 |
| ANOVA results | | F = 21.75 | |
| | | df = 10 | |
| | | p < .0001 | |
| ^a Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | | |
| ^b Rating determinants represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant). | | | |

Lunch

The same Likert scale was used to derive the level of importance for values when respondents selected a FAFH establishment to consume lunch. The mean suggested most of the values were important to the respondents when they chose a FAFH establishment to eat lunch. Cleanliness was given a slightly higher rating than the other values by all of the respondents as indicated by its mean of 4.5 (Table 4.2). The respondents also rated speed of service, convenience, and location as important when choosing a FAFH establishment to eat lunch (Table 4.2). Cleanliness, speed of service, and convenience were thus again the three most important factors respondents sought when they chose a FAFH establishment for lunch.

An ANOVA further found that the mean importance respondents designated to the values they sought when they chose a FAFH establishment to consume lunch were significantly different (Table 4.2). For instance, cleanliness was rated significantly higher in importance than the other values, a difference of 1.03, 0.95, and 0.75 from the three least important values, meeting with friends, co-workers or family, atmosphere, and hours of operation (Table 4.2). Additionally, speed of service, convenience, location, price, attitude of employees, and menu variety were found to significantly differ from healthy menu items and hours of operation as well as atmosphere and meeting with friends, co-workers or family according to the Scheffé test of the means (Table 4.2). Speed of service and menu variety also significantly differed from one another in terms of the mean importance respondents assigned to them when they selected a FAFH establishment to consume lunch (Table 4.2).

Table 4.2: Level of Importance When Choosing a FAFH Establishment for Lunch

| Determinant | N | Mean ^{ab} | SD |
|--|------|------------------------------------|------|
| Cleanliness | 1086 | 4.50 _a | 0.78 |
| Speed of service | 1086 | 4.33 _b | 0.78 |
| Convenience | 1086 | 4.31 _{bc} | 0.82 |
| Location | 1086 | 4.24 _{bc} | 0.83 |
| Price | 1086 | 4.18 _{bcd} | 0.84 |
| Attitude of employees | 1086 | 4.15 _{cd} | 0.87 |
| Menu variety | 1086 | 4.08 _d | 0.82 |
| Healthy menu items | 1086 | 3.86 _e | 1.01 |
| Hours of operation | 1086 | 3.75 _e | 0.97 |
| Atmosphere | 1086 | 3.55 _f | 0.90 |
| Meeting friends/co-workers | 1086 | 3.47 _f | 1.00 |
| ANOVA results | | F = 157.66 df = 10 p < .0001 | |
| ^a Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | | |
| ^b Rating determinants represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant). | | | |

Dinner

Descriptive statistics were additionally run on the level of importance when respondents chose a FAFH establishment to eat dinner. All of the values were on average rated as important factors when respondents chose a FAFH establishment to consume dinner, with cleanliness receiving a slightly higher average rating than the other values, a mean of 4.6 (Table 4.3). Speed of service, convenience, and location were other values considered important when choosing a FAFH establishment to eat dinner (Table 4.3). Thus, respondents rated cleanliness, menu variety, and attitude of

employees as the three most important values they sought when they selected a FAFH establishment to consume dinner.

An ANOVA carried out on the mean importance of values the respondents to the Wright Patterson Air Force Base survey sought when they chose a FAFH establishment for dinner was very significant (Table 4.3). The Scheffe test found that cleanliness was rated significantly higher in importance than the other values, a difference in the means of approximately 0.90 from the three least important values as determined by the respondents. Cleanliness, menu variety and attitude of employees, price and atmosphere, speed of service, healthy menu items, and location, meeting with friends, co-workers or family, convenience, and hours of operation were furthermore found to significantly differ from one another (Table 4.3). Interestingly, cleanliness was rated significantly higher in importance than the other values by the respondents when they selected a FAFH establishment to consume breakfast, lunch, and dinner. Therefore, cleanliness was the most important value Wright Patterson Air Force Base consumers who responded to the online survey sought then they chose a FAFH establishment to consume breakfast, lunch, and dinner.

Table 4.3: Level of Importance When Choosing a FAFH Establishment for Dinner

| Determinant | N | Mean ^{ab} | SD |
|--|-----|--------------------|------|
| Cleanliness | 988 | 4.55 _a | 0.73 |
| Menu variety | 988 | 4.25 _b | 0.78 |
| Attitude of employees | 988 | 4.24 _b | 0.78 |
| Price | 988 | 4.06 _c | 0.85 |
| Atmosphere | 988 | 4.02 _c | 0.81 |
| Speed of service | 988 | 3.85 _d | 0.83 |
| Healthy menu items | 988 | 3.82 _{de} | 0.99 |
| Location | 988 | 3.68 _{ef} | 0.89 |
| Meeting friends/co-workers | 988 | 3.66 _{ef} | 1.02 |
| Convenience | 988 | 3.63 _f | 0.91 |
| Hours of operation | 988 | 3.63 _f | 0.87 |
| ANOVA results | | F = 123.35 | |
| | | df = 10 | |
| | | p < .0001 | |
| ^a Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | | |
| ^b Rating determinants represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant). | | | |

FAFH Practices

The number of times respondents ate FAFH per week, the average amount they spent per person per week on FAFH, and the average guest check per meal was further explored using descriptive statistics. The respondents ate breakfast, lunch, and dinner away from home an average of 1.5, 3.5, and 1.9 times a week, respectively. The respondents also spent an average of \$7.30, \$35.00, and \$32.00 per week on breakfast, lunch, and dinner. Each time they consumed FAFH, they spent on average \$3.12 for breakfast, \$10.01 for lunch, and \$15.85 for dinner per visit to a FAFH establishment.

Preface to the Demographic Analysis

ANOVA and t-tests were applied to the demographics within the data set to find any differences among their means in relation to the number of times they ate FAFH per week, the average weekly amount they spent on FAFH, their average guest check per visit to a FAFH establishment, and the importance of values they sought when they selected a FAFH establishment. Tukey and Scheffe tests were then used to compare all possible combinations of significant ANOVA findings. This helped ascertain the differences within the demographic variable if it had more than two levels of data. It also assisted the production of valuable demographic information in association to FAFH preferences and practices among Wright Patterson Air Force Base consumers. All t-test and ANOVA findings discussed in this thesis were significant at the $\alpha=.05$ level.

Gender

A t-test was conducted by gender to discover if females ate FAFH more times and spent more each week than their male counterparts on Wright Patterson Air Force Base. It was found that in general males significantly ate FAFH and specifically breakfast more times per week than females (Tables 4.4). The difference in the means was 0.57 and 0.43, respectively, for FAFH and breakfast, almost half a visit more for males than females. Males and females were not found to significantly differ in terms of the average amount they spent or the average number of times they ate lunch and dinner away from home every week (Table 4.4).

Further t-tests were conducted to distinguish if females and males significantly differed on the importance they attributed to values when they chose a FAFH establishment to eat breakfast, lunch, and dinner. Location, hours of operation, healthy menu items, and cleanliness were found to be significantly more important to females than males when choosing a FAFH establishment to eat breakfast (Table 4.5). Convenience, location, menu variety, healthy menu items, atmosphere, speed of service, meeting with friends and co-workers, and cleanliness were significantly more important to females than males when choosing a FAFH establishment to consume lunch (Table 4.6). Hours of operation, healthy menu items, menu variety, cleanliness, speed of service, and meeting with friends and co-workers were significantly more important to females than males when they selected a FAFH establishment for dinner (Table 4.7).

Table 4.4: Number of Times Ate FAFH per Week by Gender

| Gender | N | Mean | SD | df | Sig. |
|--|-----|------|------|------|--------|
| Total FAFH | | | | | |
| Male | 553 | 5.69 | 1.88 | | |
| Female | 508 | 6.26 | 1.82 | 1058 | 0.01 |
| Breakfast | | | | | |
| Male | 570 | 0.70 | 0.59 | | |
| Female | 509 | 1.13 | 0.62 | 1058 | <.0001 |
| Lunch | | | | | |
| Male | 539 | 3.12 | 1.84 | | |
| Female | 504 | 3.11 | 1.79 | 1041 | 0.89 |
| Dinner | | | | | |
| Male | 467 | 1.89 | 1.69 | | |
| Female | 438 | 1.98 | 1.70 | 903 | 0.19 |
| Rating values represented as the number of times respondents ate FAFH, breakfast, lunch, and dinner away from home per week. | | | | | |

Table 4.5: Importance of Determinant When Choosing a FAFH Establishment for Breakfast by Gender

| Determinant | Gender | N | Mean | SD | df | Sig. |
|----------------------------|--------|-----|------|------|-----|------------|
| Cleanliness | Male | 353 | 4.46 | 0.79 | 728 | 0.0011 |
| | Female | 377 | 4.65 | 0.79 | | |
| Speed of service | Male | 377 | 4.40 | 0.82 | 728 | 0.0586 |
| | Female | 353 | 4.28 | 0.81 | | |
| Convenience | Male | 377 | 4.28 | 0.93 | 728 | 0.1167 |
| | Female | 353 | 4.38 | 0.91 | | |
| Location | Male | 353 | 4.06 | 0.96 | 728 | 0.0056 |
| | Female | 377 | 4.26 | 0.88 | | |
| Attitude of employees | Male | 377 | 4.24 | 0.91 | 728 | 0.752 |
| | Female | 353 | 4.22 | 0.85 | | |
| Hours of operation | Male | 353 | 4.08 | 0.89 | 728 | 0.0058 |
| | Female | 377 | 4.26 | 0.90 | | |
| Price | Male | 377 | 4.16 | 0.83 | 728 | 0.7074 |
| | Female | 353 | 4.18 | 0.92 | | |
| Menu variety | Male | 377 | 4.03 | 0.88 | 728 | 0.1241 |
| | Female | 353 | 4.12 | 0.90 | | |
| Healthy menu items | Male | 353 | 3.56 | 1.00 | 728 | <.000 1 |
| | Female | 377 | 3.96 | 1.05 | | |
| Atmosphere | Male | 377 | 3.40 | 0.95 | 728 | 0.6578 |
| | Female | 353 | 3.43 | 1.06 | | |
| Meeting friends/co-workers | Male | 377 | 3.18 | 1.09 | 728 | 0.7532 |
| | Female | 353 | 3.20 | 1.13 | | |

Mean rated as: 1=Very unimportant, 2=Unimportant, 3=Neither unimportant nor important, 4=Important, 5=Very important.

Table 4.7: Importance of Determinant When Choosing a FAFH Establishment for Dinner by Gender

| Determinant | Gender | N | Mean | SD | df | Sig. |
|---|--------|-----|------|------|-----|--------|
| Cleanliness | Male | 513 | 4.46 | 0.72 | 986 | 0.0002 |
| | Female | 475 | 4.64 | 0.74 | | |
| Menu variety | Male | 513 | 4.18 | 0.79 | 986 | 0.0034 |
| | Female | 475 | 4.32 | 0.76 | | |
| Attitude of employees | Male | 513 | 4.22 | 0.77 | 986 | 0.3035 |
| | Female | 475 | 4.27 | 0.79 | | |
| Price | Male | 513 | 4.03 | 0.82 | 986 | 0.2876 |
| | Female | 475 | 4.09 | 0.88 | | |
| Atmosphere | Male | 513 | 3.99 | 0.77 | 986 | 0.2758 |
| | Female | 475 | 4.05 | 0.86 | | |
| Speed of service | Male | 513 | 3.79 | 0.79 | 959 | 0.0387 |
| | Female | 475 | 3.90 | 0.87 | | |
| Healthy menu items | Male | 513 | 3.63 | 0.98 | 986 | <.0001 |
| | Female | 475 | 4.03 | 0.97 | | |
| Location | Male | 513 | 3.65 | 0.86 | 986 | 0.3041 |
| | Female | 475 | 3.71 | 0.93 | | |
| Meeting friends/co-workers | Male | 513 | 3.57 | 1.01 | 986 | 0.002 |
| | Female | 475 | 3.77 | 1.01 | | |
| Convenience | Male | 513 | 3.60 | 0.85 | 986 | 0.2923 |
| | Female | 475 | 3.67 | 0.97 | | |
| Hours of operation | Male | 513 | 3.55 | 0.87 | 986 | 0.003 |
| | Female | 475 | 3.71 | 0.86 | | |
| Mean rated as: 1=Very unimportant, 2=Unimportant, 3=Neither unimportant nor important, 4=Important, 5=Very important. | | | | | | |

Marital Status

An ANOVA was conducted to determine whether any significant difference existed for the number of times eaten or the average amount spent for breakfast, lunch, and dinner each week among Wright Patterson Air Force Base consumers of different marital statuses. Marital status significantly differed for the number of times the respondents ate dinner away from home each week. Marital statuses additionally

significantly varied for the average dollar amount spent on breakfast (Table 4.8) and lunch each week, as well as the average guest check per visit for lunch. The Tukey tests revealed that respondents who were single but living with someone spent significantly more on breakfast than respondents who were married or separated (Table 4.8). The average number of times respondents consumed dinner away from home per week, the average weekly amount they spent on FAFH, and their average guest check was not found by the Tukey tests to significantly differ. The average dollar amount expended on FAFH was determined in relation to respondent's marital status using ANOVA. Thus, it was in general found to be much larger than the statistics for the same dollar amounts spent on FAFH when all respondent demographics were included in the SAS analysis as discussed in the FAFH practices section of this thesis. This was also true for the average dollar amounts for all other demographics discussed in this thesis.

Table 4.8: Average Dollar Amount Spent on Breakfast Away From Home per Week by Marital Status

| Marital status | Mean ^{ab} | SD |
|--------------------------------|----------------------------------|------|
| Single but living with someone | 18.03 _a | 2.53 |
| Widowed | 11.62 _{ab} | 2.10 |
| Divorced | 9.43 _{ab} | 2.27 |
| Single | 8.93 _{ab} | 2.53 |
| Married | 7.55 _b | 2.34 |
| Separated | 7.22 _b | 1.84 |
| ANOVA results | F = 4.36 df = 5 p = 0.0007 | |

^aRating values represented as the dollar amount spent on breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

Marital status significantly differed for attitude of employees when choosing a FAFH establishment to consume breakfast (Table 4.9) and dinner (Table 4.10). The Tukey Studentized Range test showed that respondents who were widowed, divorced, or married significantly valued attitude of employees more than respondents who were separated when they selecting a FAFH establishment to consume breakfast (Table 4.9). In addition, widowed respondents significantly rated attitude of employees more highly than respondents who were separated when they selected a FAFH establishment to consume dinner away from home (Table 4.10). The difference in the means between respondents who were divorced, married, and widowed and those that were separated was approximately 0.7, nearly a full Likert point difference in the importance they attributed to attitude of employees when selecting a FAFH establishment for breakfast and dinner. Thus, separated respondents valued attitude of employees significantly less than respondents who were widowed, divorced, or married when they chose a FAFH establishment to consume breakfast and dinner.

Table 4.9: Importance of Attitude of Employees When Choosing a FAFH Establishment for Breakfast by Marital Status

| Marital status | Mean ^{ab} | SD |
|--------------------------------|--------------------|------|
| Widowed | 4.30 _a | 0.67 |
| Divorced | 4.29 _a | 0.89 |
| Married | 4.28 _a | 0.80 |
| Single | 4.09 _{ab} | 1.05 |
| Single but living with someone | 3.92 _{ab} | 0.98 |
| Separated | 3.58 _b | 1.37 |
| ANOVA results | F = 3.49 | |
| | df = 5 | |
| | p = 0.0040 | |

^aRating values represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

^bMeans with the same letter were not significantly different based on Tukey Studentized Range (HSD) test result at $\alpha=.05$.

Table 4.10: Importance of Attitude of Employees When Choosing a FAFH Establishment for Dinner by Marital Status

| Marital status | Mean ^{ab} | SD |
|--------------------------------|--------------------------------|------|
| Widowed | 4.56 _a | 0.53 |
| Married | 4.28 _{ab} | 0.73 |
| Divorced | 4.23 _{ab} | 0.87 |
| Single | 4.14 _{ab} | 0.93 |
| Single but living with someone | 4.03 _{ab} | 0.68 |
| Separated | 3.96 _b | 0.96 |
| ANOVA results | F = 2.30 df = 5 p = 0.04 | |

^aRating values represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

^bMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

Rank

To explore the impact of rank within the data set, the ranks were grouped within SAS. Airmen (AMN), Airmen First Class (A1C), and Senior Airmen (SrA) ranks were placed into an Airmen grouping. Staff Sergeant (SSgt), Technical Sergeant (TSgt), Master Sergeant (MSgt), Senior Master Sergeant (SMSgt), and Chief Master Sergeant (CMSgt) were classified as a Sergeant grouping. Second Lieutenant (2Lt), First Lieutenant (1Lt), Captain (Capt), Major (Maj), Lieutenant Colonel (Lt Col), and Colonel (Col) were placed into an officer grouping. The ranks of General Schedule (GS), General Manager (GM) 13-15, Work Schedule (WS) 14-18, GS 10-12, and WS 10-13 were set into a high ranking civilian grouping. The ranks of GS 7-9, Wage Grade (WG) 11-15, Wage Labor (WL) 11-15, WS 5-9, GS 4-6, WG 7-10, WL 5-10, WS 1-4, GS 1-3, WG 1-6, and WL 1-4 were placed into a low ranking civilian grouping. Contractors, family members, and Nonappropriated Fund (NAF) employees were assigned their own separate groupings. ANOVA, Scheffe, and Tukey tests were then used to compare the new classifications against respondents' FAFH practices and the values they sought when they chose a FAFH establishment.

ANOVA was used to find out if the rank groupings ate or spent a different amount on FAFH each week. The ranks were found to significantly differ on the average dollar amount spent each week on FAFH (Table 4.11) and lunch away from home (Table 4.12). The analysis additionally uncovered that the ranks significantly ate FAFH (Table 4.13), breakfast (Table 4.14), and lunch (Table 4.15) a different number of times per week. According to the average presented in Tables 4.11 through 4.15,

contractors and Sergeants spent the most on FAFH per week, Airmen consumed total FAFH and breakfast away from home more than the other ranks each week, and NAF employees and contractors consumed lunch away from home more often out of the ranks each week.

The Tukey and Scheffe tests revealed several significant differences among the rank variable ANOVA findings. First, a Tukey test revealed that contractors spent significantly more per week on FAFH than officers, family members, and NAF employees (Table 4.11). Secondly, another Tukey test showed that contractors spent significantly more on lunch away from home each week than officers and NAF employees (Table 4.12). Third, a Scheffe test found that Airmen and contractors significantly consumed FAFH more times away from home per week than officers and contractors (Table 4.13). Fourth, further Scheffe tests uncovered the fact that Airmen significantly consumed breakfast away from home significantly more times per week than high ranking civilians, officers, family members, and NAF employees (Table 4.14). Fifth, high ranking civilians significantly consumed breakfast away from home each week more times than officers, family members, and NAF employees (Table 4.14). Sixth, NAF employees and contractors were found to significantly consume lunch away from home more times every week than family members (Table 4.15). Lastly, Scheffe and Tukey tests showed that Airmen and NAF employees significantly rated hours of operation (Table 4.16) and atmosphere (Table 4.17) significantly higher in importance than family members when they selected a FAFH establishment for the dinner meal.

Airmen rated these values approximately one Likert point higher in importance than family members.

Table 4.11: Average Dollar Amount Spent on FAFH per Week by Rank

| Rank | Mean ^{ab} | SD |
|-----------------------|---------------------------------|------|
| Contractor | 71.47 _a | 2.10 |
| Sergeant | 59.02 _{ab} | 2.23 |
| Airmen | 57.71 _{ab} | 3.86 |
| Low ranking civilian | 55.93 _{ab} | 2.48 |
| High ranking civilian | 53.51 _{ab} | 2.26 |
| Officer | 47.55 _b | 2.38 |
| Family member | 40.66 _b | 1.71 |
| NAF employee | 34.77 _b | 2.03 |
| ANOVA results | F = 2.76 df = 7 p = 0.008 | |

^aRating values represented as the dollar amount spent by the respondents on FAFH per week.

^bMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

Table 4.12: Average Dollar Amount Spent on Lunch Away From Home per Week by Rank

| Rank | Mean ^{ab} | SD |
|---|---------------------|------|
| Contractor | 30.04 _a | 2.32 |
| Sergeant | 28.53 _{ab} | 2.45 |
| Airmen | 28.32 _{ab} | 3.32 |
| High ranking civilian | 24.98 _{ab} | 2.30 |
| Low ranking civilian | 23.78 _{ab} | 2.39 |
| Family member | 21.22 _{ab} | 1.81 |
| Officer | 17.95 _b | 2.53 |
| NAF employee | 17.61 _b | 1.96 |
| ANOVA results | | |
| | F = 3.65 | |
| | df = 7 | |
| | p = 0.0007 | |
| ^a Rating values represented as the dollar amount spent on lunch away from home per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.13: Average Number of Times Respondents Ate FAFH Each Week by Rank

| Rank | Mean ^{ab} | SD |
|---|--------------------|------|
| Airmen | 9.16 _a | 1.56 |
| Contractor | 6.65 _a | 1.78 |
| Low ranking civilian | 6.16 _{ab} | 1.93 |
| Sergeant | 6.00 _{ab} | 1.76 |
| High ranking civilian | 5.89 _{ab} | 1.84 |
| NAF employee | 5.29 _{ab} | 2.17 |
| Officer | 4.69 _b | 1.85 |
| Family member | 4.13 _b | 1.23 |
| ANOVA results | | |
| F = 4.35 | | |
| df = 7 | | |
| p <.0001 | | |
| ^a Rating values represented as the number of times respondents ate FAFH per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at α=.05. | | |

Table 4.14: Average Number of Times Respondents Ate Breakfast Away From Home per Week by Rank

| Rank | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| Airmen | 2.82 _a | 0.53 |
| Low ranking civilian | 1.30 _{ab} | 0.58 |
| Contractor | 1.14 _{ab} | 0.59 |
| Sergeant | 0.97 _{ab} | 0.97 |
| High ranking civilian | 0.81 _b | 0.61 |
| Officer | 0.34 _c | 0.50 |
| Family member | 0.23 _c | 0.46 |
| NAF employee | 0.09 _c | 0.32 |
| ANOVA results | F = 8.64 | |
| | df = 7 | |
| | p <.0001 | |

^aRating values represented as the number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.15: Average Number of Times Respondents Ate Lunch Away From Home per Week by Rank

| Rank | Mean ^{ab} | SD |
|-----------------------|----------------------------------|------|
| NAF employee | 3.99 _a | 2.05 |
| Contractor | 3.43 _a | 1.78 |
| Sergeant | 3.27 _{ab} | 1.70 |
| High ranking civilian | 3.13 _{ab} | 1.83 |
| Low ranking civilian | 3.11 _{ab} | 1.78 |
| Airmen | 3.04 _{ab} | 2.05 |
| Officer | 2.49 _{ab} | 1.85 |
| Family member | 1.89 _b | 1.49 |
| ANOVA results | F = 3.70 df = 7 p = 0.0006 | |

^aRating values represented as the number of times respondents ate lunch away from home per week.

^bMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

Table 4.16: Importance of Hours of Operation When Choosing a FAFH Establishment for Dinner by Rank

| Rank | Mean ^{ab} | SD |
|---------------|---------------------------------|------|
| Airman | 4.50 _a | 0.53 |
| NAF employee | 4.40 _a | 0.70 |
| Sergeant | 3.72 _{ab} | 1.03 |
| Contractor | 3.68 _{ab} | 0.83 |
| Officer | 3.59 _{ab} | 0.76 |
| Civilian | 3.58 _{ab} | 0.92 |
| Family member | 3.25 _b | 0.50 |
| ANOVA results | F = 3.37 df = 6 p = 0.003 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at a=.05.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.17: Importance of Atmosphere When Choosing a FAFH Establishment for Dinner by Rank

| Rank | Mean ^{ab} | SD |
|---------------|--------------------------------|------|
| Airman | 4.50 _a | 0.53 |
| NAF employee | 4.50 _a | 0.71 |
| Officer | 4.17 _{ab} | 0.68 |
| Sergeant | 4.11 _{ab} | 0.83 |
| Contractor | 3.98 _{ab} | 0.79 |
| Civilian | 3.98 _{ab} | 0.94 |
| Family member | 3.50 _b | 0.58 |
| ANOVA results | F = 2.41 df = 6 p = 0.03 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Education Level

ANOVA was employed to determine if the respondents' education level affected the number of times they consumed or the average amount they spent on FAFH per week. Education level significantly varied for the number of times respondents of different education levels ate FAFH (Table 4.18), breakfast (Table 4.19), and dinner (Table 4.20) away from home per week. The Tukey and Scheffe tests in general proved that less educated respondents consumed total FAFH, breakfast, lunch, and dinner less times per week than more highly educated respondents. For instance, respondents with technical training, professional certification, or some college but no degree were found

to significantly consume FAFH more times per week than respondents who held a Masters degree or a Doctorate (Table 4.18). Respondents with some college but no degree were also found to significantly consume breakfast more times away from home per week than respondents with Bachelors and Masters degrees or a Doctorate (Table 4.19). Respondents with technical training or professional certification, an Associates degree, or some college but no degree were also found to significantly consume dinner away from home more times per week than respondents with a Masters degree (Table 4.20). Respondents who had some college but no degree consumed total FAFH, breakfast, and dinner 1.0, 0.7, and 0.4 respectively more times away from home than respondents who had a Bachelors or Masters degree according to the Scheffe and Tukey test results.

Table 4.18: Number of Times Ate FAFH per Week by Education Level

| Educational level | Mean ^{ab} | SD |
|--|--------------------------------|------|
| Professional certification or technical training | 7.57 _a | 1.58 |
| Some College | 6.73 _a | 1.89 |
| Associates | 6.33 _{ab} | 1.85 |
| High School | 5.82 _{ab} | 1.98 |
| Bachelors | 5.77 _{ab} | 1.81 |
| Masters | 5.63 _b | 1.82 |
| Doctorate | 4.87 _b | 2.19 |
| ANOVA results | F = 3.06 df = 5 p = 0.01 | |
| ^a Rating values represented as the number of times respondents ate FAFH per week. | | |
| ^b Means with the same letter were not significantly different based on the Tukey Studentized Range (HSD) result at $\alpha=.05$. | | |

Table 4.19: Number of Times Ate Breakfast Away From Home per Week by Education Level

| Educational level | Mean ^{ab} | SD |
|--|--------------------|------|
| Some College | 1.42 _a | 0.60 |
| High School | 1.36 _{ab} | 0.65 |
| Professional certification or technical training | 1.29 _{ab} | 0.55 |
| Associates | 1.20 _{ab} | 0.53 |
| Bachelors | 0.70 _b | 0.61 |
| Masters | 0.69 _b | 0.59 |
| Doctorate | 0.65 _b | 0.59 |
| ANOVA results | F = 9.40 | |
| | df = 5 | |
| | p < .0001 | |

^aRating values represented as the number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.20: Number of Times Ate Dinner Away From Home per Week by Education Level

| Educational level | Mean ^{ab} | SD |
|--|--------------------|------|
| Professional certification or technical training | 2.87 _a | 1.38 |
| Associates | 2.20 _a | 1.68 |
| Some College | 2.14 _a | 1.77 |
| Doctorate | 1.98 _{ab} | 1.74 |
| High School | 1.90 _{ab} | 1.80 |
| Bachelors | 1.88 _{ab} | 1.65 |
| Masters | 1.77 _b | 1.68 |
| ANOVA results | F = 4.03 | |
| | df = 5 | |
| | p = 0.0013 | |

^aRating values represented as the number of times respondents ate dinner away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

ANOVA was further utilized to test the importance of education level on the values for choosing a FAFH establishment to eat breakfast, lunch, and dinner. Convenience significantly differed by education level when choosing a FAFH establishment to consume breakfast. Hours of operation (Table 4.21), cleanliness, and speed of service (Table 4.22) were additionally found to significantly differ in importance as related to the education level of the respondents when choosing a FAFH establishment to eat dinner. A Tukey test exposed the fact that respondents with a Doctorate or an Associates degree valued hours of operation significantly more than respondents who had a Masters degree, professional certification, or technical training when they selected a FAFH establishment to consume dinner (Table 4.21). Additionally, a Scheffe test found that respondents with an Associates degree or some college but no degree valued speed of service significantly more than respondents with a Masters degree, high school diploma, professional certification, or technical training when they selected a FAFH establishment to consume dinner (Table 4.22).

Table 4.21: Importance of Hours of Operation When Choosing a FAFH Establishment for Dinner by Education Level

| Education level | Mean ^{ab} | SD |
|--|---------------------------------|------|
| Doctorate | 4.00 _a | 1.00 |
| Associates | 3.86 _a | 0.89 |
| High School | 3.75 _{ab} | 0.80 |
| Some College | 3.74 _{ab} | 0.98 |
| Bachelors | 3.59 _{ab} | 0.83 |
| Masters | 3.51 _b | 0.80 |
| Professional certification/ technical training | 3.50 _b | 1.20 |
| ANOVA results | F = 3.29 df = 6 p = 0.003 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.22: Importance of Speed of Service When Choosing a FAFH Establishment for Dinner by Education Level

| Education level | Mean ^{ab} | SD |
|--|---------------------------------|------|
| Associates | 4.09 _a | 0.84 |
| Some College | 3.93 _a | 0.98 |
| Doctorate | 3.87 _{ab} | 0.83 |
| Bachelors | 3.86 _{ab} | 0.75 |
| Masters | 3.76 _b | 0.76 |
| High School | 3.69 _b | 1.09 |
| Professional certification/ technical training | 3.13 _b | 0.99 |
| ANOVA results | F = 3.46 df = 6 p = 0.002 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at α=.05.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Age

To analyze the age variable in the dataset, the ages of the respondents were grouped in SAS into 25 or less, 26-44, 45-65, and over 65 age categories. ANOVA, Tukey, and Scheffe analyses were then conducted to ascertain if the age groups differed in the number of times they consumed and the average amount they spent on FAFH per week. The importance of values when choosing an establishment to consume FAFH as measured by the five point Likert scale was also explored through ANOVA. It investigated whether the age groups significantly differed in the level of importance they attributed to these values. Tukey and Scheffe tests of the means were additionally

conducted to find the areas where the age groups appreciably varied if the ANOVA was found to be significant.

The ANOVA conducted on the age groups revealed that they significantly differed in the average amount they spent each week on breakfast away from home (Table 4.23), as well as the number of times respondents of different ages consumed FAFH (Table 4.24), breakfast (Table 4.25), lunch (Table 4.26), and dinner (Table 4.27) away from home each week. The Scheffe test found that respondents in the 45-65, 25 or less, and 26-44 age groups significantly spent more on breakfast than respondents in the over 65 age group (Table 4.23). Further Scheffe and Tukey tests additionally found that respondents in the 45-65 age group consumed FAFH (Table 4.24), breakfast (Table 4.25), lunch (Table 4.26), and dinner (Table 4.27) significantly more times away from home each week than respondents in the 26-44 age group. They were also found to significantly consume breakfast more times away from home per week than the 25 or less and over 65 age groups (Table 4.25) and dinner significantly more times per week away from home than the over 65 age group (Table 4.27). Scheffe tests furthermore discovered that respondents in the 45-65 age group significantly valued atmosphere higher in importance than respondents in the 26-44 age group when they selected a FAFH establishment to consume breakfast (Table 4.28). Those in the 25 or less age group also valued atmosphere more highly than respondents in the 26-44 age group when selecting a FAFH establishment for lunch (Table 4.29). Interestingly, the age demographic of 45-65 consumed total FAFH, breakfast, lunch, and dinner away from home more times per week than respondents in the 26-44 age group, suggesting a

possible trend within the Scheffe and Tukey test results. Older respondents seemed to consume FAFH more often than middle-aged respondents in general.

Table 4.23: Average Amount Spent on Breakfast Away From Home per Week by Age Group

| Age Group | Mean ^{ab} | SD |
|---------------|--------------------|------|
| 45 - 65 | 8.54 _a | 2.32 |
| 25 or less | 7.82 _a | 2.15 |
| 26 - 44 | 7.77 _a | 2.47 |
| Over 65 | 2.08 _b | 1.42 |
| ANOVA results | F = 3.01 | |
| | df = 3 | |
| | p = 0.03 | |

^aRating values represented as the dollar amount spent on breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.24: Number of Times Ate FAFH per Week by Age Group

| Age Group | Mean ^{ab} | SD |
|---|--------------------|------|
| 45 - 65 | 6.33 _a | 1.85 |
| 25 or less | 6.30 _{ab} | 1.64 |
| Over 65 | 6.03 _{ab} | 1.93 |
| 26 - 44 | 5.46 _b | 1.86 |
| ANOVA results | | |
| | F = 4.83 | |
| | df = 3 | |
| | p = 0.002 | |
| ^a Rating values represented as the number of times respondents ate FAFH per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.25: Number of Times Ate Breakfast Away From Home per Week by Age Group

| Age Group | Mean ^{ab} | SD |
|---------------|----------------------------------|------|
| 45 - 65 | 1.07 _a | 0.62 |
| 26 - 44 | 0.69 _b | 0.59 |
| 25 or less | 0.65 _b | 0.62 |
| Over 65 | 0.63 _b | 0.51 |
| ANOVA results | F = 6.24 df = 3 p = 0.0003 | |

^aRating values represented as the number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.26: Number of Times Ate Lunch Away From Home per Week by Age

| Age Group | Mean ^{ab} | SD |
|---------------|--------------------------------|------|
| 45 - 65 | 1.99 _a | 0.36 |
| Over 65 | 1.40 _{ab} | 0.26 |
| 25 or less | 1.24 _{ab} | 0.37 |
| 26 - 44 | 1.15 _b | 0.34 |
| ANOVA results | F = 3.65 df = 3 p = 0.01 | |

^aRating values represented as the number of times respondents ate lunch away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.27: Number of Times Ate Dinner Away From Home per Week by Age

| Age Group | Mean ^{ab} | SD |
|---------------|--------------------|------|
| 45 - 65 | 2.10 _a | 1.70 |
| 25 or less | 2.01 _{ab} | 1.68 |
| 26 - 44 | 1.83 _b | 1.69 |
| Over 65 | 1.77 _b | 1.46 |
| ANOVA results | F = 2.78 | |
| | df = 3 | |
| | p = 0.04 | |

^aRating values represented as the number of times respondents ate dinner away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.28: Importance of Atmosphere When Choosing a FAFH Establishment for Breakfast by Age

| Age group | Mean ^{ab} | SD |
|---------------|---------------------------------|------|
| 45 - 65 | 3.71 _a | 0.99 |
| Over 65 | 3.51 _{ab} | 0.49 |
| 25 or less | 3.50 _{ab} | 1.18 |
| 26 - 44 | 3.24 _b | 1.01 |
| ANOVA results | F = 4.31 df = 3 p = 0.005 | |

^aMeans with the same letter were not significantly different based on the Scheffé test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.29: Importance of Atmosphere When Choosing a FAFH Establishment for Lunch by Age

| Age group | Mean ^{ab} | SD |
|---------------|--------------------------------|------|
| 25 or less | 3.84 _a | 1.05 |
| 45 - 65 | 3.57 _{ab} | 0.87 |
| Over 65 | 3.55 _{ab} | 0.82 |
| 26 - 44 | 3.48 _b | 0.92 |
| ANOVA results | F = 3.18 df = 3 p = 0.02 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Ethnicity

ANOVA was additionally employed to look at the relationship between ethnicity and the number of times the respondents ate and the average amount they spent on FAFH each week. The respondents were found to significantly consume breakfast a different number of times away from home per week, with African Americans eating breakfast away from home the most number of times per week, an average of 1.85 times (Table 4.30). The ethnicities additionally significantly differed in the average dollar amount they spent on breakfast per week. A Scheffe test revealed that African Americans significantly consumed breakfast away from home more times per week than American Indians and Alaskan Natives, White Caucasians, Asian Americans, and Filipinos (Table 4.30).

Table 4.30: Average Number of Times Respondents Ate Breakfast Away From Home per Week by Ethnicity

| Ethnicity | Mean ^{ab} | SD |
|--------------------------------|---------------------------------|------|
| African American | 1.85 _a | 0.55 |
| Hispanic American | 1.36 _{ab} | 0.93 |
| American Indian/Alaskan Native | 0.81 _b | 0.84 |
| White Caucasian | 0.80 _b | 0.60 |
| Asian American | 0.79 _b | 0.61 |
| Filipino | 0.25 _b | 0.33 |
| ANOVA results | F = 5.16 df = 6 p < .0001 | |

^aRating values represented as the number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

The effect of ethnicity on the importance of values when choosing a FAFH establishment to eat FAFH was furthermore explored using the ANOVA procedure. Menu variety, atmosphere, and cleanliness significantly varied in importance when respondents of different ethnicities chose a FAFH establishment to consume breakfast. In particular, a Scheffe test showed that African Americans significantly valued menu variety more than Asian Americans when they chose a FAFH establishment for breakfast. African Americans rated menu variety nearly one Likert point higher than Asian Americans in importance for this meal, indicating it was a very important factor to them when they selected a FAFH establishment to consume breakfast.

Atmosphere and attitude of employees additionally significantly varied between respondents of different ethnicities for the importance of choosing a FAFH establishment to consume lunch (Table 4.31). A Tukey test showed that respondents

who were African American significantly valued atmosphere more than White Caucasians when they selected a FAFH establishment to consume lunch. Attitude of employees and speed of service was also found to significantly differ in importance when the various ethnicities chose a FAFH establishment to eat dinner. There were no appreciable differences among the means for attitude of employees and speed of service when respondents chose a FAFH establishment to consume dinner according to the Scheffe and Tukey tests.

Table 4.31: Importance of Atmosphere When Choosing a FAFH Establishment for Lunch by Ethnicity

| Ethnicity | Mean ^{ab} | SD |
|--------------------------------|----------------------------------|------|
| African American | 3.81 _a | 1.11 |
| Filipino | 3.75 _{ab} | 1.26 |
| Hispanic American | 3.74 _{ab} | 0.81 |
| Asian American | 3.53 _{ab} | 1.02 |
| American Indian/Alaskan Native | 3.50 _{ab} | 0.44 |
| White Caucasian | 3.22 _b | 0.88 |
| ANOVA results | F = 3.31 df = 6 p = 0.0031 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Household Size

In order to examine the effect of FAFH expenditure and consumption practices by household size, the household size variable was divided into three groups. The data for this variable was partitioned into groups of one, two, and three to eight household sizes using the SAS software. The statistical analysis was then carried out using the divided household size variable. ANOVA and multiple comparison tests were employed to gauge the household size groupings effect on the average number of times respondents ate FAFH, the average amount they spent on FAFH per week, and the average amount they spent per visit to a FAFH establishment. T-tests were employed to determine the importance of various values between respondents in households with two or three or more members when they chose a FAFH establishment. The data was divided into these household size groups in order to compare the differences between singles, couples, and larger households on Wright Patterson Air Force Base. The comparisons were thus between single, two person, and larger households, generally defined in previously discussed research literature as households of three or more people.

The average dollar amount respondents spent per week on FAFH (Table 4.32), breakfast (Table 4.33), lunch, and dinner (Table 4.34) was found to be significantly different for the three household size groups. The number of times the respondents consumed FAFH, breakfast (Table 4.35), and dinner (Table 4.36) significantly differed across the household size groups. A Scheffe test demonstrated that respondents residing in households with two or less members significantly spent more on total FAFH (Table

4.32), breakfast (Table 4.33), and dinner (Table 4.34) than respondents in households with three or more members. Another Scheffe test showed that households with two members significantly consumed breakfast (Table 4.35) and dinner (Table 4.36) away from home more times per week than respondents in households with three or more members. The average guest check for FAFH (Table 4.37) and dinner (Table 4.38) significantly differed among the age groups. The Scheffe test revealed that households with two or less members significantly spent more per visit to a FAFH establishment for total FAFH (Table 4.37) and dinner (Table 4.38) than households with three or more members. In general, it could be ascertained that smaller households with two or less members consumed total FAFH, breakfast and dinner and spent more on total FAFH, breakfast, lunch, and dinner than larger households with three or more members.

Table 4.32: Average Dollar Amount Spent on FAFH per Week by Household Size

| Home location | Mean ^{ab} | SD |
|---|---------------------------------|------|
| Household size of one | 64.51 _a | 2.11 |
| Household size of two | 61.19 _a | 2.54 |
| Household of three to eight | 50.61 _b | 2.13 |
| ANOVA results | F = 6.19 df = 2 p = 0.002 | |
| ^a Rating values represented as the dollar amount spent on FAFH per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.33: Average Dollar Amount Spent on Breakfast per Week by Household Size

| Home location | Mean ^{ab} | SD |
|---|--------------------|------|
| Household size of one | 9.44 _a | 2.08 |
| Household size of two | 9.06 _a | 2.50 |
| Household of three to eight | 6.84 _b | 2.34 |
| ANOVA results | F = 7.14 | |
| | df = 2 | |
| | p = 0.0009 | |
| ^a Rating values represented as the dollar amount spent on breakfast away from home per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.34: Average Dollar Amount Spent on Dinner per Week by Household Size

| Home location | Mean ^{ab} | SD |
|---|--------------------|------|
| Household size of two | 31.50 _a | 2.26 |
| Household size of one | 29.78 _a | 2.20 |
| Household of three to eight | 24.00 _b | 2.07 |
| ANOVA results | F = 10.08 | |
| | df = 2 | |
| | p <.0001 | |
| ^a Rating values represented as the dollar amount spent on dinner away from home per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.35: Average Number of Times Respondents Ate Breakfast Away From Home per Week by Household Size

| Home location | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| Household size of two | 1.06 _a | 0.65 |
| Household size of one | 0.91 _{ab} | 0.66 |
| Household of three to eight | 0.76 _b | 0.56 |
| ANOVA results | F = 4.25 | |
| | df = 2 | |
| | p = 0.01 | |

^aRating values represented as the number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.36: Average Number of Times Respondents Ate Dinner Away From Home per Week by Household Size

| Home location | Mean ^{ab} | SD |
|---|--------------------|------|
| Household size of one | 2.24 _a | 1.73 |
| Household size of two | 2.01 _a | 1.71 |
| Household of three to eight | 1.76 _b | 1.65 |
| ANOVA results | F = 13.85 | |
| | df = 2 | |
| | p <.0001 | |
| ^a Rating values represented as the number of times respondents ate dinner away from home per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at α=.05. | | |

Table 4.37: Average Guest Check per Visit to a FAFH Establishment by Household Size

| Home location | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| Household size of two | 23.86 _a | 4.45 |
| Household size of one | 20.65 _a | 3.85 |
| Household of three to eight | 20.32 _b | 3.01 |
| ANOVA results | F = 3.96 | |
| | df = 2 | |
| | p = 0.0193 | |

^aRating values represented as the dollar amount spent on FAFH per visit to a FAFH establishment.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.38: Average Guest Check per Visit to a FAFH Establishment for Dinner by Household Size

| Home location | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| Household size of one | 15.61 _a | 1.88 |
| Household size of two | 13.62 _a | 1.84 |
| Household of three to eight | 13.48 _b | 1.69 |
| ANOVA results | F = 5.20 | |
| | df = 2 | |
| | p = 0.006 | |

^aRating values represented as the dollar amount spent on dinner away from home per visit to a FAFH establishment.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Speed of service was furthermore found to be significantly different when respondents in different household sizes chose a FAFH establishment to eat lunch (Table 4.39). Convenience, location, cleanliness, speed of service, and price significantly differed among the household groups when respondents chose a FAFH establishment to consume dinner (Table 4.40). An investigation of the means between the households

with two or less and those with three or more members showed that households with three or more members rated the importance of these values on average 0.10 higher in importance than households with two or less members. Thus, the data demonstrated larger households rated speed of service as more important then they selected a FAFH establishment for lunch and convenience, location, cleanliness, speed of service, and price as more important when they chose a place for dinner than smaller households.

Table 4.39: Importance of Speed of Service When Choosing a FAFH Establishment for Lunch by Household Size

| Household size | N | Mean | SD | df | Sig. |
|--|-----|------|------|------|------|
| 2 or less | 602 | 4.28 | 0.82 | | |
| 3 or more | 479 | 4.39 | 0.73 | 1066 | 0.02 |
| Rating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant). | | | | | |

Table 4.40: Importance of Determinant When Choosing a FAFH Establishment for Dinner by Household Size

| Household size | N | Mean | SD | df | Sig. |
|---|-----|------|------|-----|-------|
| 2 or less | 552 | 3.57 | 0.94 | | |
| 3 or more | 436 | 3.71 | 0.86 | 986 | 0.01 |
| 2 or less | 552 | 3.62 | 0.93 | | |
| 3 or more | 436 | 3.75 | 0.84 | 969 | 0.02 |
| 2 or less | 552 | 4.51 | 0.79 | | |
| 3 or more | 436 | 4.60 | 0.66 | 983 | 0.04 |
| 2 or less | 552 | 3.78 | 0.86 | | |
| 3 or more | 436 | 3.94 | 0.79 | 967 | 0.002 |
| 2 or less | 547 | 3.99 | 0.89 | | |
| 3 or more | 436 | 4.14 | 0.78 | 972 | 0.003 |
| Rating determinants represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant). | | | | | |

Home Location

ANOVA was next used to determine the effect of the respondents' home location on the average number of times respondents consumed FAFH each week and the importance of values they sought when they chose an establishment to consume FAFH. The average number of times respondents ate FAFH (Table 4.41) and dinner (Table 4.42) was found to significantly differ by home location. A Scheffe test revealed that respondents who resided in a base dormitory significantly consumed total FAFH more often than respondents who lived in base housing or a house off base (Table 4.41). It also demonstrated that respondents who resided in a base dormitory significantly consumed dinner more times per week away from home respondents who inhabited a house or an apartment off base or a house on base (Table 4.42). These findings could have been attributed to the fact that respondents to the survey who resided in a base dormitory did not have cooking facilities in their dormitory rooms or the dormitory building. Their lack of cooking facilities probably led to more FAFH consumption.

Convenience (Table 4.43), location (Table 4.44), hours of operation (Table 4.45), cleanliness (Table 4.46), attitude of employees (Table 4.47), speed of service (Table 4.48), price (Table 4.49), and menu variety were found to significantly differ by home location when respondents chose a FAFH establishment to consume breakfast. In particular, respondents who resided in a house off base were found to significantly value convenience more than respondents who resided in base housing when they chose a FAFH establishment to consume breakfast according to the Scheffe test (Table 4.43). Additionally, respondents who lived in a house off base significantly valued location more than respondents who resided in a house on base when they chose a FAFH

establishment for breakfast (Table 4.44). Furthermore, respondents who resided in a base dormitory significantly rated hours of operation as more important than respondents who lived in base housing when they chose a FAFH establishment to consume breakfast (Table 4.45).

The Scheffe and Tukey tests produced several other significant differences among the respondents' home location and the importance they attributed to values when they selected a FAFH establishment for breakfast. For instance, respondents who resided in a house off base significantly valued cleanliness more than respondents who lived in base housing (Table 4.46). Respondents who lived in an apartment or house off base additionally rated attitude of employees as significantly more important when they chose a FAFH establishment for breakfast than respondents who lived in a base dormitory or a house off base (Table 4.47). Furthermore, respondents who resided in a base dormitory rated speed of service as significantly more important when they chose a FAFH establishment for breakfast than respondents who lived in base housing (Table 4.48). Respondents who lived in an apartment off base significantly valued price more than respondents who lived in a base dormitory when they selected an establishment to consume breakfast (Table 4.49).

Location (Table 4.50), healthy menu items (Table 4.51), and cleanliness (Table 4.52) significantly differed by home location when respondents chose a FAFH establishment to eat lunch according to the Tukey and Scheffe tests. For example, respondents who resided in a house off base significantly valued location more than respondents who resided in base housing when they selected a FAFH establishment to

consume lunch (Table 4.50). Additionally, respondents who lived in a base dormitory significantly rated healthy menu items as more important than respondents who resided in base housing when they selected a FAFH establishment to consume lunch (Table 4.51). Respondents who lived in a house or apartment off base or base housing were also discovered to significantly value cleanliness more than respondents who resided in a base dormitory by the Scheffe test (Table 4.52).

Convenience (Table 4.53), location (Table 4.54), cleanliness (Table 4.55), and price (Table 4.56) also significantly differed by the home location of respondents when respondents chose a FAFH establishment to consume dinner. For instance, a Tukey test revealed that respondents who resided in an apartment off base significantly valued convenience more than respondents who inhabited a base dormitory when they chose a FAFH establishment to consume dinner (Table 4.53). Another Tukey test also showed that respondents who resided in an apartment or house off base significantly valued location more than respondents who lived in a base house or dormitory when they selected an establishment for dinner (Table 4.54). Additionally, respondents who resided in an apartment or house off base or in base housing significantly valued cleanliness more than respondents who lived in a base dormitory when they chose a FAFH establishment to consume dinner (Table 4.55). Respondents who resided in an apartment or house off base or in base housing also significantly valued price more than respondents who resided in a base dormitory when they chose a FAFH establishment to consume dinner (Tables 4.56).

Table 4.41: Average Number of Times Ate FAFH per Week by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| On base, dormitory | 15.30 _a | 1.26 |
| Off base, apartment | 6.37 _{ab} | 1.81 |
| Off base, house | 5.93 _b | 1.86 |
| On base, base housing | 5.08 _b | 1.73 |
| ANOVA results | F = 2.85 df = 3 p = 0.04 | |

^aRating values represented as the number of times respondents ate FAFH per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.42: Average Number of Times Ate Dinner Away From Home per Week by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|---------------------------------|------|
| On base, dormitory | 5.48 _a | 1.14 |
| Off base, apartment | 2.15 _b | 1.66 |
| On base, base housing | 1.89 _b | 1.59 |
| Off base, house | 1.89 _b | 1.70 |
| ANOVA results | F = 4.24 df = 3 p = 0.005 | |

^aRating values represented as the number of times respondents ate dinner away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.43: Importance of Convenience When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| Off base, house | 4.50 _a | 0.88 |
| On base, dormitory | 4.36 _{ab} | 0.71 |
| Off base, apartment | 4.28 _{ab} | 1.07 |
| On base, base housing | 3.64 _b | 1.33 |
| ANOVA results | F = 4.45 | |
| | df = 3 | |
| | p = 0.004 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.44: Importance of Location When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| Off base, house | 4.50 _a | 0.89 |
| On base, dormitory | 4.28 _{ab} | 0.71 |
| Off base, apartment | 4.23 _{ab} | 0.99 |
| On base, base housing | 3.73 _b | 1.32 |
| ANOVA results | F = 2.68 | |
| | df = 3 | |
| | p = 0.046 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.45: Importance of Hours of Operation When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| On base, dormitory | 5.00 _a | 0.05 |
| Off base, house | 4.19 _{ab} | 0.86 |
| Off base, apartment | 4.03 _{ab} | 1.01 |
| On base, base housing | 3.59 _b | 1.33 |
| ANOVA results | | |
| | F = 2.68 | |
| | df = 3 | |
| | p = 0.0047 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.46: Importance of Cleanliness When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| Off base, house | 4.57 _a | 0.76 |
| Off base, apartment | 4.54 _{ab} | 0.79 |
| On base, dormitory | 4.50 _{ab} | 0.71 |
| On base, base housing | 4.00 _b | 1.41 |
| ANOVA results | F = 3.69 df = 3 p = 0.01 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.47: Importance of Attitude of Employees When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| Off base, house | 4.25 _a | 0.84 |
| Off base, apartment | 4.24 _a | 0.89 |
| On base, dormitory | 3.82 _b | 2.83 |
| On base, base housing | 3.00 _b | 1.40 |
| ANOVA results | F = 3.01 df = 3 p = 0.03 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.48: Importance of Speed of Service When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|---------------------------------|------|
| On base, dormitory | 5.00 _a | 0.05 |
| Off base, apartment | 4.41 _{ab} | 0.75 |
| Off base, house | 4.34 _{ab} | 0.79 |
| On base, base housing | 3.77 _b | 1.45 |
| <hr/> | | |
| ANOVA results | F = 4.16 df = 3 p = 0.006 | |
| <hr/> | | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.49: Importance of Price When Choosing a FAFH Establishment for Breakfast by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|----------------------------------|------|
| Off base, apartment | 4.41 _a | 0.92 |
| Off base, house | 4.15 _{ab} | 0.83 |
| On base, base housing | 3.64 _{ab} | 1.43 |
| On base, dormitory | 3.00 _b | 2.83 |
| ANOVA results | F = 5.75 df = 3 p = 0.0007 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.50: Importance of Location When Choosing a FAFH Establishment for Lunch by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| Off base, house | 4.50 _a | 0.80 |
| On base, dormitory | 4.26 _{ab} | 0.71 |
| Off base, apartment | 4.17 _{ab} | 0.96 |
| On base, base housing | 3.88 _b | 1.10 |
| ANOVA results | | |
| | F = 3.07 | |
| | df = 3 | |
| | p = 0.0007 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.51: Importance of Healthy Menu Items When Choosing a FAFH Establishment for Lunch by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| On base, dormitory | 5.00 _a | 0.05 |
| Off base, apartment | 3.87 _{ab} | 1.07 |
| Off base, house | 3.86 _{ab} | 0.99 |
| On base, base housing | 3.39 _b | 1.07 |
| ANOVA results | F = 3.80 df = 3 p = 0.01 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.52: Importance of Cleanliness When Choosing a FAFH Establishment for Lunch by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| Off base, house | 4.51 _a | 0.75 |
| Off base, apartment | 4.42 _a | 0.85 |
| On base, base housing | 4.29 _a | 1.08 |
| On base, dormitory | 3.00 _b | 2.83 |
| ANOVA results | F = 3.89 | |
| | df = 3 | |
| | p = 0.009 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.53: Importance of Convenience When Choosing a FAFH Establishment for Dinner by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| Off base, apartment | 3.73 _a | 0.98 |
| Off base, house | 3.63 _{ab} | 0.89 |
| On base, base housing | 3.31 _{ab} | 0.87 |
| On base, dormitory | 2.50 _b | 2.12 |
| ANOVA results | F = 2.83 df = 3 p = 0.04 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.54: Importance of Location When Choosing a FAFH Establishment for Dinner by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------------------|------|
| Off base, apartment | 3.77 _a | 0.96 |
| Off base, house | 3.69 _a | 0.87 |
| On base, dormitory | 3.29 _b | 2.12 |
| On base, base housing | 2.50 _b | 0.93 |
| ANOVA results | F = 3.84 df = 3 p = 0.01 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.55: Importance of Cleanliness When Choosing a FAFH Establishment for Dinner by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|--------------------|------|
| On base, base housing | 4.57 _a | 0.78 |
| Off base, house | 4.55 _a | 0.71 |
| Off base, apartment | 4.52 _a | 0.81 |
| On base, dormitory | 3.00 _b | 2.83 |
| ANOVA results | F = 3.08 | |
| | df = 3 | |
| | p = 0.03 | |

^aMeans with the same letter were not significantly different based on the Tukey Studentized Range (HSD) test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Table 4.56: Importance of Price When Choosing a FAFH Establishment for Dinner by Home Location

| Home location | Mean ^{ab} | SD |
|-----------------------|---------------------------------|------|
| Off base, apartment | 4.16 _a | 0.94 |
| On base, base housing | 4.11 _a | 0.96 |
| Off base, house | 4.05 _a | 0.83 |
| On base, dormitory | 2.00 _b | 1.41 |
| ANOVA results | F = 4.49 df = 3 p = 0.004 | |

^aMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

^bRating determinant represented the mean scores for the degree of importance as rated on a 5 point Likert scale; with 5 being the highest (Very important) and 1 being the lowest (Very unimportant).

Spouse Employment Status

Spouse employment status was additionally examined to see if it affected the number of times respondents consumed or the average amount they spent on FAFH per week. First, respondents who were not married were removed from the dataset. Then, T-tests of households on Wright Patterson Air Force Base with employed versus unemployed spouses revealed that households with employed spouses significantly ate dinner more times per week away from home than households with unemployed spouses (Table 4.57). Next, the average dollar amount spent per week on FAFH (Table 4.58) and dinner (Table 4.59) was found to be significantly higher for households with employed spouses. Lastly, the t-tests showed that households with an employed spouse consumed dinner away from home more times per week as well as spent more on FAFH in general and more specifically dinner per week than households with unemployed spouses.

Table 4.57: Number of Times Ate Dinner Away From Home per Person per Week by Spouse Employment Status

| Spouse employment status | N | Mean | SD | df | Sig. |
|--|-----|------|------|-----|-------|
| Spouse employed | 489 | 1.94 | 1.67 | | |
| Spouse unemployed | 148 | 1.65 | 1.69 | 635 | 0.001 |
| Rating values represented as the number of times respondents ate dinner away from home per week. | | | | | |

Table 4.58: Average Dollar Amount Spent on FAFH per Person per Week by Spouse Employment Status

| Spouse employment status | N | Mean | SD | df | Sig. |
|---|-----|------|------|-----|------|
| Spouse employed | 413 | 4.03 | 0.85 | | |
| Spouse unemployed | 133 | 3.82 | 0.84 | 544 | 0.02 |
| Rating values represented as the dollar amount spent by the respondents on FAFH per week. | | | | | |

Table 4.59: Average Dollar Amount Spent on Dinner Away From Home per Person per week by Spouse Employment Status

| Spouse employment status | N | Mean | SD | df | Sig. |
|--|-----|------|------|-----|-------|
| Spouse employed | 403 | 3.34 | 0.76 | | |
| Spouse unemployed | 119 | 3.13 | 0.82 | 520 | 0.008 |
| Rating values represented as the dollar amount spent by the respondents on dinner away from home per week. | | | | | |

Spouse Work Hours

The employment hours of respondent's spouses were additionally examined to see if it affected the number of times respondents consumed or the average amount they spent on FAFH per week. Respondents were grouped according to their spouse's weekly work hours, which were categorized as either full time, part time, or unemployed. ANOVA analyses of these groupings discovered that they significantly differed for the average amount respondents spent on dinner away from home each week (Table 4.60), as well as the average number of times they consumed FAFH (Table 4.61), breakfast (Table 4.62), lunch (Table 4.63), and dinner (Table 4.64) away from home each week. Specifically, the Scheffe test showed that households where the spouse was employed 40 or more hours per week spent significantly more on dinner than households

where the spouse was unemployed (Table 4.60). The Scheffe tests further revealed that households with a spouse employed 40 or more hours per week significantly consumed FAFH (Table 4.61), breakfast (Table 4.62), and dinner (Table 4.64) more times per week away from home than households where the spouse was employed less than 40 hours per week. Households with an unemployed or spouse employed full time consumed lunch significantly more times away from home every week than households where the spouse was employed part time according to the Scheffe test (Table 4.63).

Table 4.60: Average Amount Spent on Dinner per Person per Week by Spouse Employment Status

| Spouse work hours | Mean ^{ab} | SD |
|-----------------------------|---------------------|------|
| 40 or more hours per week | 28.54 _a | 2.10 |
| Less than 40 hours per week | 27.51 _{ab} | 2.27 |
| Unemployed | 22.95 _b | 2.29 |
| ANOVA results | F = 3.39 | |
| | df = 2 | |
| | p = 0.03 | |

^aMean is the average dollar amount spent on dinner away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.61: Number of Times Ate FAFH per Person per Week by Spouse Work Hours

| Spouse work hours | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| 40 or more hours per week | 6.13 _a | 1.83 |
| Unemployed | 5.54 _{ab} | 1.87 |
| Less than 40 hours per week | 4.99 _b | 1.91 |
| ANOVA results | F = 6.24 | |
| | df = 2 | |
| | p = 0.002 | |

^aMean is the average number of times respondents ate FAFH per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.62: Number of Times Ate Breakfast Away From Home per Person per Week by Spouse Work Hours

| Spouse work hours | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| 40 or more hours per week | 0.92 _a | 0.62 |
| Unemployed | 0.85 _{ab} | 0.60 |
| Less than 40 hours per week | 0.59 _b | 0.50 |
| ANOVA results | F = 3.21 | |
| | df = 2 | |
| | p = 0.04 | |

^aMean is the average number of times respondents ate breakfast away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Table 4.63: Number of Times Ate Lunch Away From Home per Person per Week by Spouse Work Hours

| Spouse work hours | Mean ^{ab} | SD |
|---|--------------------|------|
| 40 or more hours per week | 3.22 _a | 1.80 |
| Unemployed | 3.02 _a | 1.84 |
| Less than 40 hours per week | 2.57 _b | 1.90 |
| ANOVA results | F = 6.97 | |
| | df = 2 | |
| | p = 0.0010 | |
| ^a Mean is the average number of times respondents ate lunch away from home per week. | | |
| ^b Means with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$. | | |

Table 4.64: Number of Times Ate Dinner Away From Home per Person per Week by Spouse Work Hours

| Spouse work hours | Mean ^{ab} | SD |
|-----------------------------|--------------------|------|
| 40 or more hours per week | 1.96 _a | 1.68 |
| Less than 40 hours per week | 1.84 _{ab} | 1.65 |
| Unemployed | 1.66 _b | 1.70 |
| ANOVA results | F = 5.56 | |
| | df = 2 | |
| | p = 0.004 | |

^aMean is the average number of times respondents ate dinner away from home per week.

^bMeans with the same letter were not significantly different based on the Scheffe test result at $\alpha=.05$.

Results of the hypotheses

Ho1 was not supported because the t-tests found FAFH and breakfast were significantly consumed more times away from home per week by males than females (Table 5.1). Ho2 was supported because females significantly rated convenience as more important than males when they selected a FAFH establishment to consume lunch

(Table 5.1). Ho3 was not supported because Wright Patterson Air Force Base consumers who were single but living with someone were found to significantly spend more on breakfast away from home each week than Wright Patterson Air Force consumers who were single, married, or separated (Table 5.1). Ho4 was likewise not supported since higher ranking civilians were found to consume breakfast away from home more times per week than officers and high ranking civilians consumed lunch away from home more times per week than officers (Table 5.1). Ho5 was supported since respondents residing in smaller households with two or less members were found to significantly consume breakfast and dinner away from home and spend more on total FAFH, breakfast, and dinner per week than respondents who resided in larger households with three or more members (Table 5.1). Larger households were additionally found to rate convenience and price significantly higher in importance when they chose a FAFH establishment to consumer dinner. Ho6 was thus supported (Table 5.1).

Ho7 was supported as respondents in the 45-65 age demographic were found to significantly spend more on breakfast and consume total FAFH, breakfast, lunch, and dinner more times per week away from home than respondents in the other age demographics (Table 5.1). On the other hand, Ho8 was not supported because less educated Wright Patterson Air Force Base consumers with an Associates degree or some college but no degree were found to consume total FAFH, breakfast, and dinner significantly less times each week than more highly educated Wright Patterson Air Force Base respondents who held Bachelors or Masters degrees (Table 5.1). Ho9 was

supported because African American consumers on Wright Patterson Air Force Base were found to significantly consume breakfast away from home more times per week than White Caucasians (Table 5.1). Ho10 was not supported because respondents who resided in a base dormitory were ascertained to consume total FAFH significantly more times away from home per week than respondents who lived in base housing or a house off base (Table 5.1). They also consumed dinner significantly more times per week than respondents who lived in base housing or an apartment or house off base. Households with an employed spouse were found to significantly spend more on FAFH in general and more specifically dinner than households with unemployed spouses. Thus, Ho11 was supported (Table 5.1). Additionally, households where the spouse was employed 40 or more hours per week spent significantly more on dinner and consumed total FAFH, breakfast, lunch, and dinner more times per week than households where the spouse was employed less than 40 hours each week. Therefore, Ho12 was supported at $\alpha=.05$ (Table 5.1).

Table 5.1: Hypothesis Test Results

| Ho | Hypothesis | Test Result |
|----|---|---------------|
| 1 | Females spent more and consumed FAFH a greater number of times away from home per week than males. | Not supported |
| 2 | Females valued convenience more than males when they selected a FAFH establishment to consume breakfast, lunch, or dinner. | Supported |
| 3 | Single Wright Patterson Air Force Base consumers consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who were married. | Not supported |
| 4 | Wright Patterson Air Force Base consumers who were high ranking civilians or officers consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who were low ranking civilians and enlisted military members. | Not supported |
| 5 | Wright Patterson Air Force Base households with two or less members consumed and spent more on FAFH than Wright Patterson Air Force Base households with three or more members. | Supported |
| 6 | Wright Patterson Air Force Base households with three or more members valued convenience and price more than Wright Patterson Air Force Base households with two or less members. | Supported |
| 7 | Wright Patterson Air Force Base consumers who were 25 years old or less or in the 45-65 age demographic consumed and spent more on FAFH than respondents in other age demographics on Wright Patterson Air Force Base. | Supported |
| 8 | Wright Patterson Air Force Base consumers who were more highly educated consumed and spent more on FAFH than less educated Wright Patterson Air Force Base consumers. | Not supported |
| 9 | Wright Patterson Air Force Base consumers who were African or Hispanic American consumed more FAFH each week than Wright Patterson Air Force Base consumers who were White Caucasian. | Supported |
| 10 | Wright Patterson Air Force Base consumers who resided off base consumed and spent more on FAFH than Wright Patterson Air Force Base consumers who resided on base. | Not supported |
| 11 | Wright Patterson Air Force Base households where the spouse was employed consumed and spent more on FAFH than Wright Patterson Air Force Base households where the spouse was unemployed. | Supported |
| 12 | Wright Patterson Air Force Base households where the spouse was employed 40 or more hours per week consumed and spent more on FAFH than Wright Patterson Air Force Base households where the spouse was unemployed or employed less than 40 or more hours per week. | Supported |

CHAPTER 5: DISCUSSION AND CONCLUSIONS

Discussion

There were several significant differences among the means for the t-tests and multiple comparison tests. Notably, households with two or less members spent significantly more on average on total FAFH, breakfast, lunch, and dinner and consumed breakfast and dinner more times per week away from home than households with three or more members. This finding corresponded with research studies conducted by Blaylock et al. (1981), Byrne et al. (1998), Capps et al. (1992 & 1993), Dardis et al. (1982), Edlow et al. (1992), Fine et al., (1996), Goften (1995), Kinsey (1983), NRA (2000), Sexauer (2001) and the USDA (2001), which concluded larger households consumed less FAFH due to the higher economic cost associated with increased household size. Households with three or more members also valued convenience, location, cleanliness, speed of service, and price significantly more than households with two members or less when they selected an establishment to consume FAFH. In fact, these were all values that one would expect from a family consumer unit (Asp et al., 1991; Byrne et. al, 1998; NRA, 1986; Panitz, 1999; Wysocki, n.d.). Males moreover consumed total FAFH and breakfast significantly more times per week than females. This could have been a result of the demographic composition of Wright Patterson Air Force Base, which had a higher ratio of males than females. In contrast, respondents

who resided in households where the spouse was employed and worked 40 or more hours per week significantly ate dinner away from home and spent more on average for total FAFH and dinner per week than households where the spouse was unemployed or employed less than 40 hours per week. These findings could have reflected the time scarcity of families who were employed by the DOD, especially women, as they struggled to raise a family with or without dual income earners in their household. FAFH practices and time constraints associated with contemporary women's simultaneous management of various roles, including that of wife, mother, student, and professional, were well documented in previously discussed research studies (Blaylock et al., 1982; Byrne et al., 1998; Goungetas et al., 2001; Kinsey, 1983; Lippert et al., 1996; Nayga et al., 1996; NRA, 1986; Prochacka et al., 1973; Redman, 1989; Strober et al., 1977).

The Tukey and Scheffe test findings suggested other possible trends among Wright Patterson Air Force Base consumers and their FAFH practices and preferences. For instance, African Americans were discovered to consume breakfast more times away from home per week than White Caucasians, contradicting the findings in Capps et al. (1994), Dardis et al. (1982), Kinsey (1983), Pak et al. (1996), and Redman's (1989) research on African American eating behaviors. However, this finding could have resulted from the consumption of more fast-food than White Caucasians (Binkley et al., 2001). Respondents in the 45-64 age group significantly spent more on average on breakfast and ate total FAFH, breakfast, lunch, and dinner more times away from home each week than respondents in the 26-44 age demographic. Accordingly, respondents in

the 45-64 age group perhaps possessed more discretionary income with which to engage in FAFH behaviors, leading to these findings. This fact would have been well supported by research literature and statistics (Binkley et al., 2001; Household Spending, 2001; NRA, 1991; Pak et al., 1996; Senauer, 2001).

The Tukey and Scheffe tests produced other findings. For example, the Tukey tests revealed that contractors significantly spent more than contractors and officers on lunch away from home each week. Scheffe tests also found that contractors significantly consumed FAFH more times away from home per week than officers and high ranking civilians consumed breakfast away from home more times per week than officers. Airmen were additionally found to consume breakfast away from home more times per week than NAF employees, high ranking civilians consumed breakfast away from home more times per week than officers, and officers also consumed the same meal more times away from home each week than Airmen, contractors, and high and low ranking civilians. Lastly, both high and low ranking civilians were found to significantly consume lunch away from home more times per week than officers. In general, lower ranking Wright Patterson Air Force Base consumers consumed and spent more on FAFH than higher ranking Wright Patterson Air Force Base consumers, particularly officers.

Since lower ranking Wright Patterson Air Force Base consumers consumed and spent more on FAFH than higher ranking consumers, it can be surmised from the statistical analysis that consumers on the base with less income on the base generally consumed and spent more on FAFH than consumers with higher incomes. This was because lower ranking personnel on Wright Patterson Air Force Base had lower annual

income levels than higher ranking members on the base (Air Force, 2003). This finding could also have been attributed to the increased need of contractors to purchase FAFH, particularly breakfast and lunch, since they lived predominantly in homes off base. Additionally, Airmen who lived in base dormitories did not have cooking facilities within their residence. Thus, they also had an increased need to consume FAFH even though they had less annual income than the other ranks (Air Force, 2003). These findings contradicted previously discussed research studies which found a positive correlation between per capita income and consumption of FAFH (Blissard et al., 2001; Brown et al., 1986; Byrne et al., 1998; Dardis et al., 1982; Edlow et al., 1992; Fine et al., 1996; Lamm, 1982; Martens et al., 2000; Redman, 1989). Lower income levels in fact on Wright Patterson Air Force Base seemed to lead to more FAFH consumption.

Other Tukey and Scheffe tests suggested less educated respondents who possessed either some college but no degree or an Associates degree consumed total FAFH, breakfast, and dinner more times on average each week than more highly educated respondents who held either a Bachelors or Masters degree. Respondents who were single but living with someone consumed breakfast away from home more times per week than respondents who were single, married, or separated. This fact coincided with research conducted by Bellante et al., (1984), Blaylock et al. (1981), Kinsey (1983), Pak et al. (1996), Prochacka et al, (1973), Redman (1989), and Strober et al. (1977). They stated that smaller households, especially single households, consumed more FAFH than larger households.

Respondents who resided in base dormitories were additionally found to consume total FAFH and dinner more times away from home each week than respondents who lived in base housing or an apartment or home off base. This was most likely due to the lack of cooking facilities in base dormitories. Likewise, households with an employed spouse also consumed dinner away from home and spent significantly more on total FAFH and dinner per week than households with an unemployed spouse. Households of respondents who had spouses that worked 40 or more hours per week significantly spent more on dinner and consumed total FAFH, breakfast, and dinner away from home more times per week than respondents whose spouse was employed less than 40 hours per week. Respondents who resided in base dormitories and households where the spouse was employed and worked 40 or more hours per week therefore constituted an important target market for 88th Services Division restaurants for dinner.

The importance of values when choosing FAFH ranged across a broad spectrum of ratings in relation to the demographics. Of particular importance, convenience and healthy menu items were found to significantly rate higher in importance to females than to meals when they selected a FAFH establishment to consume lunch, a finding substantiated by several research studies (Blissard, 2001; Capps et al., 1993 & 1994; Dardis et al., 1991; Garry et al., 1982; Martens et al., 2000; Sexauer, 1979). Females most likely valued convenience due to the limited opportunity cost of their time (Kinsey, 1983; Lippert et al., 1996; NRA, 1986; Redman, 1989). Additionally, respondents who resided in an apartment or house off base valued convenience, location, cleanliness,

menu variety, attitude of employees, speed of service, and price more than respondents who lived on the base when they selected a FAFH establishment to consume breakfast. They also rated cleanliness as a more important factor in choosing a FAFH establishment for lunch and convenience, location, cleanliness, and price as more important than respondents who lived in base housing when they chose a FAFH establishment to consume dinner. These findings could have been attributed to the availability of commercial food service establishments around the base. Consumers who lived off the base may have rated the importance of these values more highly due to their proximity to these private sector commercial food service establishments and a possible preference for the values presented within them. Furthermore, they most likely preferred some of the values, such as convenience and location, due to their relative distance from the base, which increased their commuting time to work and decreased the time available to participate in FAFH activities. Older and widowed respondents were additionally found to significantly value attitude of employees more than younger and separated respondents when they chose a FAFH establishment. This finding could have been related to a social need on the part of older or widowed consumers to partake in the communal nature of FAFH (Abe et al., 2000; Cheong, 2002; Finkelstein, 1989; Martens et al., 2002).

Wright Patterson Air Force Base consumers changed their expectations in FAFH establishments by meal period. For instance, price and menu variety were rated significantly higher and hours of operation and attitude of employees were rated significantly lower when respondents selected a FAFH establishment to consume lunch

than when they chose a FAFH establishment to consume breakfast. This was because consumers probably had an increased need to consume a simple breakfast on their way to work, if indeed they ate a breakfast at all. The FAFH establishment where they ate breakfast needed to be convenient and easily part of their daily schedule. Consumers also had longer lunch breaks in which to consume lunch, approximately an hour to an hour and a half. Thus, hours of operation were not as important to them when they selected a FAFH establishment to consume lunch as when they chose a FAFH establishment to consume breakfast. Additionally, a large number of consumers on the base ate lunch away from home, particularly contractors and high ranking civilians, who predominantly resided in homes off base. They were price conscious when they selected a FAFH establishment to consume lunch and sought establishments that fit within their monetary budgets. Similarly, Wright Patterson Air Force Base consumers seemed to be not as concerned with locating FAFH establishments that had good attitude of employees for lunch. They most likely had a need to quickly consume their lunch meal or get it as carryout, especially as DOD employees who generally had a one hour lunch break and were expected back in their workplace at a specified time. Therefore, they simply did not have the time to be friendly with the employees in a FAFH establishment when they consumed lunch.

Wright Patterson Air Force Base consumers additionally valued the importance of menu variety, attitude of employees, price, atmosphere, and meeting with friends and co-workers significantly higher and speed of service, location, hours of operation, and convenience significantly lower when they selected a FAFH establishment to consume

dinner than when they chose a FAFH establishment to consume lunch. This was probably due to the fact that they had more time to enjoy their restaurant experience at dinner, including interacting with restaurant employees, friends, and co-workers, and taking pleasure in the atmosphere of the FAFH establishment. They wanted a leisurely dining experience at dinner as opposed to a fast service FAFH establishment with convenient hours of operation and location at lunch. Likewise, they had more time with which to select from their menus and therefore desired more menu variety when they selected a FAFH establishment to consume dinner. However, these consumers also remained price conscious when they chose a FAFH establishment to consume dinner. This was probably due to the large number of Wright Patterson Air Force Base consumers who responded to the online survey who lived in households with children. They were likely on a budget when it came to eating FAFH, especially the dinner meal.

Wright Patterson Air Force Base consumers additionally valued healthy menu items significantly less than the other values posed to them in the online survey when they chose a FAFH establishment to consume breakfast, lunch, and dinner. This was surprising considering the mandatory requirement for an annual physical fitness assessment for military members on Wright Patterson Air Force Base. One would expect consumers on the base to seek out healthy menus in the food they consumed away from home due to this fact. However, 48 percent, or the majority of the respondents, to the online survey were civilians who did not have a physical fitness requisite, while 15 percent of the respondents were military members who had the requirement. This could have accounted for the relative lack of preference for healthy

menu items in FAFH establishments selected by Wright Patterson Air Force Base consumers who responded to the online survey. Perhaps if more military members had taken the survey, healthy menu items would have received a higher rating.

Conclusions and Implications of the research

There were many implications of this research project. First of all, the information garnered through the online survey provided useful marketing data for the 88th Services Division. The average amount respondents spent on FAFH, breakfast, lunch, and dinner, the average number of times they consumed these meals away from home per week, as well as the average amount the respondents spent each time they visited a FAFH establishment was analyzed by SAS according to the demographic profile of the respondents. This information supplied detailed and useful feedback to the 88th Services Division marketing department. Of course, this enabled the 88th Services Division to enhance the marketing programs within their food service places on Wright Patterson Air Force Base. This study had an immediate application and thus it was applied research.

The analysis of the consumer demographics most likely to eat FAFH and the average amount they spent as well as the value they most sought when choosing a FAFH establishment also helped the 88th Services Division improve its restaurant system. For instance, the Services marketing department could now focus its promotion efforts on persuading African and Hispanic Americans and Airmen to eat breakfast in its facilities now that it was shown African and Hispanic Americans and Airmen were the

demographics who most often ate breakfast away from home each week. Similarly, it could market to Asian Americans for dinner since it knew that Asian Americans were the demographic who spent the most on dinner away from home each week. They could also expand their marketing message to convince consumers 65 and older to eat lunch in its restaurants, as well as target consumers in the 45 to 64 age group to spend more of their discretionary income per visit to Services restaurants. They additionally knew that households with a spouse employed full time ate FAFH more times per week than other households, and males were more likely spend more on and to eat breakfast and FAFH more times per week than females. Importantly, they recognized that households with two members or less consumed and spent more on breakfast, lunch, and dinner more than households with three or more members. In addition, respondents who resided in base dormitories and households where the spouse was employed and worked 40 or more hours per week also constituted an important target market for 88th Services Division restaurants for dinner. In short, the statistical analysis of Wright Patterson Air Force Base demographics provided detailed marketing information to the 88th Services Division that aided them in improving their marketing initiatives and base restaurant operations.

The 88th Services Division could further reconfigure its restaurants in order to better meet the changing expectations of Wright Patterson Air Force Base consumers for different meal periods. For instance, the Division could add more menu variety and conduct price specials within its restaurants at lunch and dinner to suit the consumer need for reasonable prices and menu variety. Additionally, they could alter the interior

environment of their restaurants to create a more pleasing ambiance that is conducive to meeting with friends and co-workers. They could also encourage their employees to slow down their service delivery and be friendlier at dinner while persuading them to do the opposite at lunch to cater to consumers need for more leisurely service at dinner and faster service at lunch. In addition, they could tailor the hours of operation of their restaurants to better fit consumers commute times to work so they will be able to utilize the base restaurant system for breakfast. Such modifications within 88th Services Division restaurants would inevitably increase base restaurant patronage by more effectively responding to changing Wright Patterson Air Force Base consumer expectations in FAFH establishment by meal period.

Limitations of the study

There were several limitations to this study. First, the demographic composition of Wright Patterson Air Force Base was comprised of mostly officers and civilians engaged in academic programs or Air Force laboratory research. There were not many enlisted Air Force personnel stationed at the base, and the civilians on the base far outnumbered the military members on the base, a situation perhaps uncommon at most Air Force installations. Additionally, there were roughly 37,000 retirees living near Wright Patterson Air Force Base, a state of affairs that was perhaps unique to the base. In addition, the ethnic composition on the base could not have been indicative of an average Air Force installation, as the ethnic make up of each base varied around the world. The demographic composition of Air Force bases fluctuated by geographic

location, so repeated surveys conducted at various bases regarding FAFH preferences and practices might have differed considerably.

Secondly, the economic constitution around the base varied. The availability of commercial food service establishments as well as their relative quality and distance to the base was unknown and could have affected the respondents' answers to the survey questions. For instance, at overseas bases, food service outlets were not readily available, and the only choice members of those bases had of obtaining American styled food was to eat at base restaurants. Thus, the overall quality and proximity of civilian competition around Wright Patterson Air Force Base was another unknown factor that could have affected the research results.

Another limitation of this study was due to technical issues associated with deploying the research instrument over the internet. During the execution of the survey, server issues prohibited some of the respondents' answers from entering the Access database. At times, there were entire observations or several variables missing from the dataset. The dataset was thoroughly reviewed prior to the statistical analysis and records that were incomplete were deleted from the data set. However, the uncontrollable server error could have affected the research results in some way. Further, while most of the population had access to a computer terminal in their workplace, some of the lower ranking respondents may not have had the unlimited access to the Internet as enjoyed by other respondents. Thus, some potential respondents may not have been able to take the online survey. Additionally, the time of the year the survey was deployed and possible self response biases could have also affected the research results. It was recommended

the survey be conducted again at a different time of the year at another Air Force installation to control for these variables.

Recommendations for future research

There were several possibilities for future research. For example, the Air Force had sixty-eight stateside and twenty-one overseas bases at the time this research study was conducted. There were therefore many chances for similar studies to be carried out at other Air Force or military installations. Specifically, a possible partnership could have been formed with the Air Force Services Agency or the DOD Directorate of Air Force Services to conduct a large research effort regarding DOD personnel FAFH practices and preferences. Also, a more in depth statistical analysis could have been performed on the Wright Patterson Air Force Base dataset, especially regression analysis. In general, the military consumer market did not have much research accomplished on it. The field was ripe with opportunities for academic research, not only in the field of food service but in all of the military quality of life programs, including lodging, fitness, library science, recreational programming, and others. More research could have been carried out in any one of these areas in the future, not only in the United States Air Force, but in the Army and Navy as well.

LIST OF REFERENCES

LIST OF REFERENCES

- Abe, S., Bagozzi, R.P., Bergami, M., & Wong, N. (2000). Cultural and situational contingencies and the theory of reasoned action: Application to fast-food restaurant consumption. *Journal of Consumer Psychology*, 9(2). Retrieved January 25, 2004, from <http://www.erlbam.com/Journals/journals/JCP/jcp.htm>
- Air Force Personnel Center (2003, August). Wright Patterson Air Force Demographics: IDEAS database, 88th Services Squadron Marketing Department.
- Ashton, R., Riggs, S., & Wallace, J.Y. (1980). Tastes of America. *Institutions*, 87(12), 49-91.
- Asp, E., Kinsey, J., & Senauer, B. (1991). *Food trends and the changing consumer*. St Paul, MN: Eagan Press.
- Axelsson, M.L., & Penfield, M.P. (1983, Dec). Factors associated with food expenditures of elderly persons living alone. *Home Economics Research Journal*, 12(2), 228-236.
- Ballenger, N., Blisard, N., Cromartie, J., & Lin, B.H. (2002, June 24). America's changing appetite: Food consumption and spending to 2020. *Food Review: United States Department of Agriculture Economic Research Service*, 25(1), 2-9.
- Beale (2000). A century of population growth and change. *Food Review: United States Department of Agriculture Economic Research Service*, 23(1), 16-22.
- Becker, G. (1965). A theory of the allocation of time. *Journal of Economics*, 74, 493-517.
- Bell, R., Cardello, A.V., & Kramer, F.M. (1996). Attitudes of consumers toward military and other institutional foods. *Food Quality and Preference*, 7(1), 7-20.
- Bellante, D., & Foster, A.C. (1984, September). Working wives and expenditures on services. *Journal of Consumer Research*, 11, 700-707.

- Binkley, J.K., Eales, T., & Jekanowski, M.D. (2001, July). Convenience, accessibility, and demand for fast-food. *Journal of Agricultural and Resource Economics*, 25(1), 58-71.
- Blaylock, J., & Smallwood, D. (1981). *Impact of household size and income on food spending patterns*. (United States. Department of Agriculture Technical Bulletin No. 1650). Washington, D.C.: United States Government Printing Office.
- Blisard, N. (2001, June). Food spending in American households 1997-1998. *United States Department of Agriculture statistical bulletin number 972*. Retrieved January 25, 2004, from <http://www.ers.usda.gov.html>
- Blisard, N. (2001, July 30). *Food consumption: Household food expenditures* (United States Department of Agriculture Economics Research Service). Retrieved January 21, 2004, from <http://www.ers.usda.gov/briefing/consumption/Expenditures.htm>
- Blisard, N., & Harris, J.M. (2001, August). *Household food spending by selected demographics in the 1990s* (United States Department of Agriculture). Retrieved January 15, 2004, from <http://www.ers.usda.gov.html>
- Blisard, N. & Harris, J.M. (2002). Food spending and the elderly. *Food Review: United States Department of Agriculture Economic Research Service*, 25(2), 14-18.
- Bliss, R.M. (2004, January 5). Survey links fast-food, poor health among United States children. Retrieved January 20, 2004, from <http://www.ars.usda.gov/is/pr/2004/040105.htm>
- Branco, N.C, & Salay, E. (2001). Attitude of consumers in relation to eating out in the commercial center of Rio De Janeiro, Brazil. *Food Research International*, 13, 57-65.
- Brandt, J.A., & McCracken, V.A. (1987). Household consumption on food way from home: Total expenditure and by type of food facility. *American Journal of Agricultural Economics*, 169, 274-289.
- Bransby, E.R., & Osborne, B. (1953). A social and food survey of the elderly living alone or as married couples. *British Journal of Nutrition*, 7, 160-180.
- Brown, M., & Lee, J. (1986). Family expenditures at home and way from home in the United States: A switching regression analysis. *The Journal of Economics and Statistics*, 68, 142-147.

- Byrne, P.J., Capps, O., & Saha, A. (1998). Analysis of quick service, mid-scale, and upscale FAFH expenditures. *The International Food & Agricultural Management Association*, 1(1), 51-72.
- Campbell, C., & Horton, S. (1991, August). Wife's employment, food expenditures, and apparent nutrient intake: Evidence from Canada. *American Journal of Agricultural Economics*, 73(3), 784-794.
- Capps, O., & Nayga, R.M. (1994). Impact of socioeconomic and demographic factors on FAFH consumption: Number of meals and type of facility. *Journal of Restaurant and Foodservice Marketing*, 1(2), 45-69.
- Capps, O., & Nayga, R.M. (1993, February). Analysis of socio-economic and demographic factors affecting food away from home consumption: A Synopsis. *Journal of Food Distribution Research*, 24(1), 69-86.
- Capps, O., & Nayga, R.M. (1992, September). Analysis of food away from home and food at home consumption: A systems approach. *Journal of Food Distribution Research*, 23(3), 1-10.
- Cheong, M. (2002, August). Older adults frequent visits to a fast-food restaurant: Nonobligatory social interactions and the significance of play in a "third place". *Journal of Aging Studies*, 16(3). Retrieved January 25, 2004, from <http://www.elsevier.com/inca/publications/store/6/2/0/1/9/8/.html>
- Consumer expenditures in 2002*. (2003, November 21). Retrieved January 10, 2004, from <http://stats.bls.gov/news:release/cesan.nr0.htm>
- Cromartie, J. (2002, June 24). Population growth and demographic change, 1980 – 2000. *Food Review: United States Department of Agriculture Economic Research Service*, 25(1), 10-12.
- Dardis, R., & Soberson-Ferrer, H. (1991, March). Determinants of household expenditures for services. *The Journal of Consumer Research*, 17(4), 385-397.
- Dardis, R., Derrick, F., & Lehfeld, A. (1982). The impact of demographic variables on expenditures on food away from home. *Journal of North East Agricultural Council*, 11, 1-11.
- Davis, D.E., & Stuart, H. (2002). Changing consumer demands create opportunity for U.S. food system. *Food Review: United States Department of Agriculture Economic Research Service*, 25(1), 19-23.

- Edlow, M.D., & Dinkins, J.M. (1992). Expenditures for food away from home. *Family Economics Review*, 5(3), 9-17.
- Fine, B., Heasman, M., & Wright, J. (1996). *Consumption in the age of affluence: The world of food*. New York: Routledge.
- Finkelstein, Joanne. (1989). *Dining out: A sociology of modern manners*. New York: New York University Press.
- Garry, J., Goodwin, J.S., Hunt, W.C. (1982). Nutritional status in a healthy elderly population. *American Journal of Clinical Nutrition*, 36, 319-331.
- Goften, L. (1995). Dollar rich and time poor? Some problems in interpreting changing food habits. *British Food Journal*, 97(10). Retrieved January 18, 2004, from http://gateway.proquest.com/openurl?ctx_ver=239.88-2003&res_id=xri:qpd&rft_val_fmt=ori:fmt:kev:mtx:journal&genre=article&rft_id=xri:pqd:drd=0000000.html
- Goungetas, B., & Morgan, K.J. (2001). Snacking and eating way from home: What is America Eating? Proceedings of a symposium. *The National Academy of Sciences*. Retrieved January 10, 2004, from <http://www.nap.edu/openbook/0309036356/html/91.html>
- Griffiths, S., & Wallace, J. (1998). *Consuming passions*. New York: Manchester University Press.
- Herme, S. (1995). Research on food choice and nutritional status in elderly people: A review. *British Food Journal*, 97(9), 12-18.
- Heubusch, K. (1997, April). Getting it to go. *American Demographics*, 19(4), 27-28.
- Hoffman, E. (1994). *Activities Report of the R & D Associates: HQ AFSVA/SVPHF Air Force update*. NY: Research and Development Associates for Military Food and Packaging Systems.
- Household Spending: Who spends how much on what*. (2001). Ithaca, NY: New Strategist Publications, Inc.
- Jacobs, E., Shipp, S., & Brown, G. (1989). Families of working wives spending more on services and nondurables. *Monthly Labor Review*, 112(2), 15-23.
- Khan, M.A. (1981). Evaluation of food selection patterns and preferences. *Food Science and Nutrition*, 15, 129-153.

- Kinsey, J. (1983). Working wives and the marginal propensity to consumer food away from home. *American Journal of Agricultural Economics*, 54, 10-19.
- Krebs-Smith, J., Krebs-Smith, S.M., & Smickolas-Wright, H. (2001). Variety in foods: What is America eating? Proceedings of a symposium. *The National Academy of Sciences*. Retrieved January 10, 2004, from <http://www.nap.edu/openbook/0309036356/.html>
- Kronld, M., Lau, D., & Reaburn, J.A. (1979). Social determinants in food selection. *Journal of American Dietetic Association*, 74, 637-641.
- Lamm, R.M. (1982). The demand for food consumed at home and away from home. *Agricultural Economics Research*, 34, 15-20.
- Lippert, A. & Love, D.O. (1986). Family expenditures for FAFH and prepared foods. *Family Economics Review: United States Department of Agriculture Agricultural Research Service*, (3), 9-14.
- Manchester, A.C. (1990). Food expenditures at a glance. *National Food Review*, 3, 9-14.
- Martens, L., & Warde, A. (2000). *Eating out: Social differentiation, consumption, and pleasure*. London: Cambridge University Press.
- National Restaurant Association (2000, February). *CREST 1999 summer quarter report*. Retrieved January 23, 2004, from http://www.restaurant.org/rusa/magArticle.cfm?ArticleID_416.html
- National Restaurant Association (1999). *Restaurant industry 2010: The road ahead*. Washington, D.C. National Restaurant Association.
- National Restaurant Association (1999). *Restaurant spending consumer expenditure survey, 1999*. Washington, D.C.: National Restaurant Association Research Department.
- National Restaurant Association (1997). Foodservice trends. *Restaurants USA*, 17, 39-46.
- National Restaurant Association. (1996, November). *Meal consumption behavior, 1996*. Washington, D.C.: National Restaurant Association Research Department.
- National Restaurant Association (1996, December). 1997 restaurant industry forecast gets inside consumer's heads. *Restaurants USA*, 3-40.
- National Restaurant Association. (1991, August). *Consumer attitudes towards fast-foods and moderately priced family restaurants*. Washington, D.C.: National Restaurant Association Research Department.

- National Restaurant Association (1986, February). *The take out market*. Washington, D.C.: National Restaurant Association Research Department.
- Nayga, R.M. (1995). Presence of children and household food expenditures at home and away from home. *Journal of Consumer Studies and Economics*, 19(3), 234-245.
- Nayga, R.M. (1996, October). Wife's labor force participation and family expenditures for prepared food, food at home, and food away from home. *Agricultural & Resource Economics Review*, 25(2), 179-186.
- Nayga, R.M., & Wanzala, M.N. (1996). FAFH expenditures in the United States: A country level analysis. *Journal of Restaurant and Foodservice Marketing*, 1(3/4), 39-51.
- Pak, S., & Pol, L.G. (1996). Consumer unit types and expenditures on food away from home. *The Journal of Consumer Affairs*, 29(2), 403-428.
- Panitz, B. (1999). Year of the restaurant: Unwrapping what the industry has to offer. *Restaurant USA*, 19, 26-30.
- Permmutter, C.S., & Gregoire, M.B. (1998). Factors influencing customer purchasing in a worksite cafeteria. *Journal of Foodservice Systems*, 10, 159-168.
- Population briefing for national estimates by age, sex, race, and Hispanic origin: July 1, 2002. (n.d.). Retrieved February 9, 2004, from <http://eire.census.gov/popest/data.national/ascropopbreifing.php>
- Pratscher, M. (1995, December 11). Eating out. *Restaurants and Institutions*, 95(25), 98-106.
- Price, C.C. (2000). Food service sales reflect the prosperous, time-pressed 1990's. *Food Review: United States Department of Agriculture Economic Research Service*, 23(3), 23-26.
- Prochaska, F.J., & Schrimper, R.A. (1973, November). Opportunity cost of time and other socioeconomic effects on FAFH consumption. *American Journal of Agricultural Economics*, 55, 595-603.
- Reaburn, J.A. (1976). The effects of price, convenience and prestige on food choice. Unpublished master's thesis, University of Toronto, Toronto, Canada.
- Redman, B.J. (1989, May). The impact of women's time allocation on expenditures for meals away from home and prepared foods. *American Journal of Agricultural Economics*, 62, 234-237.

- Senauer, B. (2001). Economics and nutrition: What is America eating? Proceedings of a symposium. *The National Academy of Sciences*. Retrieved January 10, 2004, from <http://www.nap.edu/openbook/0309036356/html/46.html>
- Senauer, B. (1983). *Major changes affecting consumers and consumption*. In K.P. Gould (Ed.), Proceedings from the 29th Annual ACCI Conference. Columbia, MO: ACCI.
- Sexauer, B. (1979, Dec). The effects of demographic shifts and changes in the income distribution on FAFH expenditure. *American Journal of Agricultural Economics*, 61(5), 1046-1058.
- Soberon-Ferrer, H., & Wagner, J. (1990, April). The effort of ethnicity and selected household expenditures. *Social Science Journal*, 27, 181-198.
- Spending on food at home and away*. (n.d.). Retrieved November 30, 2003, from <http://stats.bls.gov/opub/ted/2003/May/uk3/art04.htm>
- Stockley, L. (1996). The national catering initiative offering the consumer a choice: Finding from research into consumer attitudes to healthier eating out. *Health Education Authority*, 1-12.
- Strober, M.H., & Weinburg, C.B. (1977, December). Working wives and major family expenditures. *Journal of Consumer Research*, 6, 338-348.
- United States Bureau of the Census. (1993). *Statistical abstract of the United States*. Washington DC: United States Government Printing Office.
- Wysocki, A.F. (n.d.) *Major trends driving change in U.S. food system*. Retrieved January 17, 2004, from http://edis.ifas.ufl.edu/BODY_BM001

APPENDICES

Appendix A: Survey E-mails

From: Parker George Civ 88 MSG/SVK <George.Parker@wpafb.af.mil>
 To: "WPAFB 2B (88 ABW Key Staff)" <2b.88abw.keystaff@wpafb.af.mil>,
 "WPAFB 2C (Tenant Organizations)" <2c.tenant.orgs@wpafb.af.mil>, WPAFB 2D
 (ASC WPAFB Only)" <2d.asc.wpafb.only@wpafb.af.mil>, "WPAFB 2F (HQ AFMC
 Staff Offices)" <2f.hqafmc.staffoffices@wpafb.af.mil>

Subject: INFO: WPAFB Restaurant Focus Survey

Date: Wed, 19 May 2004 12:38:36 PM

The 88th Services Division has teamed up with Purdue University to identify ways to improve its restaurants to better serve you. Help us better serve you and at the same time enter a drawing to win a free DVD player! To find out more about how you can help improve service and enter to win a free DVD player, double click on the link below!

<http://www.cfs.purdue.edu/htm/survey/WrightPatterson/general/CoverPage.asp>

Please provide widest dissemination of this message within your organization.

v/r
 George N. Parker, Jr.
 Services Marketing Director
 88 MSG/SVK
 5215 Thurlow Street
 Wright Patterson AFB, OH 45433
 DSN 787-8220
 COMM (937) 257-8220 Ext. 240
 FAX (937) 656-1803
 E-mail: george.parker@wpafb.af.mil

Douglas C. Nelson, Capt, USAFR
 Assistant Professor of Hospitality & Tourism Management
 Director, The Arthur C. Avery Foodservice Research Center
 Purdue University
 Phone: COMM 765-496-2498
 E-mail: nelsond@cfs.purdue.edu

Thomas J Oziemblowsky, 1Lt, USAF
Department of Hospitality & Tourism Management
Purdue University
Phone: COMM 765-743-3182
E-mail: ozman15@hotmail.com

If you have any questions or comments, we would be happy to talk to you. Our phone number is DSN 787-8220, or you can e-mail us at george.parker@wpafb.af.mil, nelsond@cfs.purdue.edu or ozman15@hotmail.com

All answers to the survey are confidential and will be released only as summaries in which no individuals will be identified. This survey is voluntary. When you complete the questionnaire, you will have the opportunity to enter the drawing to win a free DVD player from the 88th Services Division. You are under no obligation to enter the drawing. The information you provide for the drawing will not be connected with the research in any way. All answers to the survey are anonymous.

Date: Mon 5/24/2004 6:21 AM

Last week we provided you an opportunity to complete a base restaurant survey and enter a drawing to win a free DVD player.

If you have already completed the survey, thank you! Your comments and opinions are greatly appreciated!

If you have not yet taken advantage of this opportunity to help our restaurants better serve you and enter the drawing, please do so soon, time is short.

To find out more about how you can help improve service and enter to win a free DVD player, double click on the following link below!

<http://www.cfs.purdue.edu/htm/survey/WrightPatterson/general/CoverPage.asp>

Please provide widest dissemination of this message within your organization.

George N. Parker, Jr.
Services Marketing Director
88 MSG/SVK
5215 Thurlow Street
Wright Patterson AFB, OH 45433
DSN 787-8220 COMM (937) 257-8220 Ext. 240
FAX (937) 656-1803
E-mail: george.parker@wpafb.af.mil

Douglas C. Nelson, Capt, USAFR
Assistant Professor of Hospitality & Tourism Management
Director, The Arthur C. Avery Foodservice Research Center
Purdue University
Phone: COMM 765-496-2498
E-mail: nelsond@cfs.purdue.edu

Thomas J Oziemblowsky, 1Lt, USAF
Department of Hospitality & Tourism Management
Purdue University
Phone: COMM 765-743-3182
E-mail: ozman15@hotmail.com

Date: Tue 6/1/2004 9:16 AM

If you have any questions about the survey, please call us at DSN 787-8220, or e-mail us at george.parker@wpafb.af.mil, nelsond@cfs.purdue.edu or ozman15@hotmail.com.

All answers to the survey are confidential and will be released only as summaries in which no individuals will be identified. This survey is voluntary. When you complete the questionnaire, you will have the opportunity to enter the drawing to win a free DVD player from the 88th Services Division. You are under no obligation to enter the drawing. The information you provide for the drawing will not be connected with the research in any way. All answers to the survey are anonymous.

Have you missed out on the opportunity to help Wright-Patt restaurants better serve you and enter the drawing to win a free DVD player?

If so, this is your last chance...

To find out more about how you can help improve service and enter to win a free DVD player, double click on the following link below!

<http://www.cfs.purdue.edu/htm/survey/WrightPatterson/general/CoverPage.asp>

George N. Parker, Jr.
Services Marketing Director
88 MSG/SVK
5215 Thurlow Street
Wright Patterson AFB, OH 45433
DSN 787-8220 COMM (937) 257-8220 Ext. 240
FAX (937) 656-1803
E-mail: George.Parker@wpafb.af.mil

Douglas C. Nelson, Capt, USAFR
Assistant Professor of Hospitality & Tourism Management
Director, The Arthur C. Avery Foodservice Research Center
Purdue University
Phone: COMM 765-496-2498
E-mail: nelsond@cfs.purdue.edu

Thomas J Oziemblowsky, 1Lt, USAF
Department of Hospitality & Tourism Management
Purdue University
Phone: COMM 765-743-3182
E-mail: ozman15@hotmail.com

If you have any questions about the survey, please call us at DSN 787-8220, or e-mail us at george.parker@wpafb.af.mil, nelsond@cfs.purdue.edu or ozman15@hotmail.com.

All answers to the survey are confidential and will be released only as summaries in which no individuals will be identified. This survey is voluntary. When you complete the questionnaire, you will have the opportunity to enter the drawing to win a free DVD player from the 88th Services Division. You are under no obligation to enter the drawing. The information you provide for the drawing will not be connected with the research in any way. All answers to the survey are anonymous.

Appendix B: 88th Services Division Restaurant Focus Survey



88th Services Division Restaurant Survey

[Start Survey](#)

Dear Sir/Ma'am,

We would like to know your opinion on how satisfied you are with using 88th Services Division restaurants, cafeterias, and fast food places on Wright Patterson Air Force base. This survey is totally anonymous. Your name will not be connected to the responses given. All the answers are highly confidential. Your answers will only be used for research.

The survey will take approximately 10 minutes to complete. All questions are important. Please try to answer all of them.

After taking the survey, you can provide your name e-mail address to be entered into a drawing to win a free DVD player. The e-mail address will be held confidential and not related to the research in any way. You are under no obligation to submit your e-mail address. It is optional and not linked to your responses on this survey.

If you have any questions or problems while completing this survey, please send an email message to george.parker@wpafb.af.mil, nelsond@cfs.purdue.edu, or toziembl@purdue.edu for a prompt response.

[Start Survey](#)

Thank you in advance for your participation!

We look forward to hearing from you!

Sincerely,



Thomas J Oziemblowsky, ILt, USAF
Department of Hospitality & Tourism
Management
Purdue University
E-mail: toziembl@purdue.edu



Douglas C. Nelson
Assistant Professor of Hospitality & Tourism Management
Director, The Arthur C. Avery Foodservice Research Center
Purdue University
E-mail: nelsond@cfs.purdue.edu

On average, how many times per week have you eaten food away from home for each of the following?

(Food away from home includes all meals eaten for breakfast, lunch, or dinner outside of your home, such as meals at restaurants, carryout, snacks, drinks, and vending machines.)

| | Never | Once a week | Twice a week | Three times a week | Four times a week | Five times a week | Six times a week | Seven times a week |
|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Breakfast..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lunch..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dinner..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To the nearest dollar, how much on average did you spend per person per week for each of the following meals when eating food away from home?

| | | | |
|----------------|----|----------------------|---|
| Breakfast..... | \$ | <input type="text"/> | (Average amount spent per person per week on food away from home for breakfast) |
| Lunch..... | \$ | <input type="text"/> | (Average amount spent per person per week on food away from home for lunch) |
| Dinner..... | \$ | <input type="text"/> | (Average amount spent per person per week on food away from home for dinner) |

Next Question

The reasons for choosing a place to eat vary by meal. Therefore, we need to ask you a short series of questions for breakfast, lunch, and dinner. The first series of questions relate to the breakfast meal.

How would you rate the importance of the following when choosing a place to eat *breakfast*?

| | Very Unimportant | | Neither Important or Unimportant | | Very Important | |
|---|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|-----------------------|
| Convenience..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Location..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hours of operation..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Menu variety..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Healthy menu items..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Atmosphere..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cleanliness..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attitude of employees..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed of service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of the food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Place to meet with friends/co-workers/family..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Which of the following was typically your top reason for choosing a place to eat breakfast?

- ☐ Convenience
- ☐ Location
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

[Previous Question](#)[Next Question](#)

Convenience was your top reason for choosing a place to eat *breakfast*. Which of the following was typically your second most important reason for choosing a place to eat *breakfast*?

- ☐ Location
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

Previous Question

Next Question

You have completed 12% of this survey

Convenience and hours of operation were your top two reasons for choosing a place to eat *breakfast*. Which of the following was typically your third most important reason for choosing a place to eat *breakfast*?

- ☐ Location
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

[Previous Question](#)

[Next Question](#)

You have completed 15% of this survey

The next four questions deal with eating lunch away from home.

How would you rate the importance of the following when choosing a place to eat *lunch*?

| | Very | | Neither | | Very |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | Unimportant | Important | Unimportant | Important | Important |
| Convenience..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Location..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hours of operation..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Menu variety..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Healthy menu items..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Atmosphere..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cleanliness..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attitude of employees..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed of service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of the food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Place to meet with friends/co-workers/family..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

Which of the following was typically your top reason for choosing a place to eat lunch?

- ☐ Convenience
- ☐ Location
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

[Previous Question](#)

[Next Question](#)

Location was your top reason for choosing a place to eat lunch. Which of the following was typically your second most important reason for choosing a place to eat lunch?

- ☐ Convenience
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

Previous Question

Next Question

You have completed 22% of this survey

Location and convenience were your top two reasons for choosing a place to eat *lunch*. Which of the following was typically your third most important reason for choosing a place to eat *lunch*?

- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

Previous Question

Next Question

You have completed 24% of this survey



The next four questions deal with eating dinner away from home.

How would you rate the importance of the following when choosing a place to eat *dinner*?

| | Very Unimportant | | Neither Important or Unimportant | | Very Important | |
|---|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|-----------------------|
| | Unimportant | Unimportant | Unimportant | Unimportant | Important | Important |
| Convenience..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Location..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hours of operation..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Menu variety..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Healthy menu items..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Atmosphere..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cleanliness..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attitude of employees..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed of service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of the food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Place to meet with friends/co-workers/family..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

Which of the following was typically your top reason for when choosing a place to eat *dinner*?

- ☐ Convenience
- ☐ Location
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

Previous Question

Next Question

Convenience was your top reason for choosing a place to eat *dinner*. Which of the following was typically your second most important reason for choosing a place to eat dinner?

- ☐ Location
- ☐ Hours of Operation
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

[Previous Question](#)[Next Question](#)

You have completed 32% of this survey

Convenience and hours of operation were your two top reasons for choosing a place to eat dinner. Which of the following was typically your third most important reason for choosing a place to eat dinner?

- ☐ Location
- ☐ Menu variety
- ☐ Healthy menu items
- ☐ Atmosphere
- ☐ Cleanliness
- ☐ Attitude of employees
- ☐ Speed of service
- ☐ Price
- ☐ Quality of the food
- ☐ Place to meet with friends/co-workers/family

[Previous Question](#)[Next Question](#)

You have completed 34% of this survey

Which of the following have you eaten at in the past month?
(Please check all that apply)

☐ None of these

Area A

- ☐ Air Intelligence Canteen #22, in building 828
- ☐ Club and Banquet Facility, in building 800
- ☐ Huffman Restaurant #1, in building 262
- ☐ Twin Base Golf Course Snack Bar (Canteen #20), in building 893
- ☐ Prairie Trace Golf Club/Snack bar
- ☐ Rocker Enlisted Lounge, in building 800
- ☐ Wings Officer's lounge, in building 800

Area C

- ☐ Air Corps Canteen #2, in building 1
- ☐ Operation Vittles Restaurant #2, in building 1

Area B

- ☐ Aviation Supply Canteen #10, in building 1
- ☐ Cold War Canteen #26, in building 1
- ☐ Flywright Sports Hangar, in building 1
- ☐ Lab Research Canteen #14, in building 1
- ☐ Sky Master Canteen #7, in building 1
- ☐ Valkyrie Canteen #5, in building 1
- ☐ Wright Field Restaurant #3, in building 1

Kittyhawk Center

- ☐ Kittyhawk Bowling Center, Kegle
- ☐ Pitsenbarger Dining Facility

We would like to ask you detailed information about *three* of the restaurants that you most often visited.
Please select *three* of the following restaurants that you most frequently visited.

- ☐ Air Intelligence Canteen #22, in building 828
- ☐ Club and Banquet Facility, in building 800
- ☐ Huffman Restaurant #1, in building 262
- ☐ Twin Base Golf Course Snack Bar (Canteen #20), in building 893

Previous Question

Next Question

You have completed 40% of this survey



On average, how many times in the last month have you eaten at Huffman Restaurant #1?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month
- ☐
- ☐
- ☐
- ☐
- ☐

Which of the following have you most often eaten at Huffman Restaurant #1 in the last month?

- Breakfast
- Lunch
- ☐
- ☐

To the nearest dollar, how much on average did you spend per person each time you visited Huffman Restaurant #1?

\$ (Average amount spent per person per visit to Huffman Restaurant #1)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Huffman Restaurant #1?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|---------------------------|-----------------------|---|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sandwich bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brand name food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Huffman Restaurant #1?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Huffman Restaurant #1?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Air Intelligence Canteen #22?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Air Intelligence Canteen #22 in the last month?

| | | | | | |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> | Dinner | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Air Intelligence Canteen #22?

\$ (Average amount spent per person per visit to Air Intelligence Canteen #22)

[Previous Question](#)

[Next Question](#)

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Air Intelligence Canteen #22?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|--------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brand name food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Air Intelligence Canteen #22?

- | Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Air Intelligence Canteen #22?

- ☐ By driving
- ☐ By walking
- ☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at The Consolidated Club and Banquet Facility?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at The Consolidated Club and Banquet Facility in the last month?

| | | | | | | | |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|--------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> | Brunch | <input type="radio"/> | Dinner | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|--------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited The Consolidated Club and Banquet Facility?

\$ (Average amount spent per person per visit to The Consolidated Club and Banquet Facility)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at The Consolidated Club and Banquet Facility?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|--------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buffet..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Member Discounts..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special events..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at The Consolidated Club and Banquet Facility?

| | | | | |
|-----------------------|-----------------------|---|-----------------------|-------------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to The Consolidated Club and Banquet Facility?

☐ By driving

☐ By walking

☐ Other (please)

[Previous Question](#)

[Next Question](#)

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Rocker Enlisted Lounge?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often had at Rocker Enlisted Lounge in the last month?

| | | | | | |
|--------|-----------------------|--------|-----------------------|--------|-----------------------|
| Dinner | <input type="radio"/> | Snacks | <input type="radio"/> | Drinks | <input type="radio"/> |
|--------|-----------------------|--------|-----------------------|--------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Rocker Enlisted Lounge?

\$ (Average amount spent per person per visit to Rocker Enlisted Lounge)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Rocker Enlisted Lounge?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|-------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Sandwich menu..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special events..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bar Service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social hour..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unit social functions.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Rocker Enlisted Lounge?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Rocker Enlisted Lounge?

| | |
|--|----------------------|
| <input type="radio"/> By driving | |
| <input type="radio"/> By walking | |
| <input type="radio"/> Other (please specify) | <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Twin Base Golf Course Snack Bar?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month

Which meal have you most often eaten at Twin Base Golf Course Snack Bar in the last month?

- Breakfast
- Lunch

To the nearest dollar, how much on average did you spend per person each time you visited Twin Base Golf Course Snack Bar?

\$

(Average amount spent per person per visit to Twin Base Golf Course Snack Bar)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Twin Base Golf Course Snack Bar?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|--------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Sandwich bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety machines..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Twin Base Golf Course Snack Bar?

| | | | | |
|-----------------------|-----------------------|---|-----------------------|-------------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Twin Base Golf Course Snack Bar?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Prairie Trace Golf Club Snack Bar?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Prairie Trace Golf Club Snack Bar in the last month?

| | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| Breakfast | Lunch | Dinner | Snacks |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To the nearest dollar, how much on average did you spend per person each time you visited Prairie Trace Golf Club Snack Bar?

\$ (Average amount spent per person per visit to Prairie Trace Golf Club Snack Bar)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Prairie Trace Golf Club Snack Bar?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|-----------------------|-----------------------|---|-----------------------|
| Sandwich bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Member Discounts.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Halfway House..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Prairie Trace Golf Club Snack Bar?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Prairie Trace Golf Club Snack Bar?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Wings Officers Lounge?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often had at Wings Officers Lounge in the last month?

| | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| Lunch | Brunch | Dinner | Drinks |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To the nearest dollar, how much on average did you spend per person each time you visited Wings Officers Lounge?

\$ (Average amount spent per person per visit to Wings Officers Lounge)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Wings Officers Lounge?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Very Important |
|----------------------------|-----------------------|-----------------------|---|-----------------------|
| Special events..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bar Service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social hour..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unit social functions.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Wings Officers Lounge?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Wings Officers Lounge?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Aviation Supply Canteen #10?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Aviation Supply Canteen #10 in the last month?

| | | | |
|-----------|-----------------------|-------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Aviation Supply Canteen #10?

\$ (Average amount spent per person per visit to Aviation Supply Canteen #10)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Aviation Supply Canteen #10?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|---------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Member Discounts... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Aviation Supply Canteen #10?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Aviation Supply Canteen #10?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Cold War Canteen #26?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Cold War Canteen #26 in the last month?

| | | | |
|-----------|-----------------------|-------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Cold War Canteen #26?

\$ (Average amount spent per person per visit to Cold War Canteen #26)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Cold War Canteen #26?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|---------------------|-----------------------|--|-----------------------|
| Member Discounts... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Cold War Canteen #26?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Cold War Canteen #26?

- ☐ By driving
- ☐ By walking
- ☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Sky Master Canteen #7?

- | | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Sky Master Canteen #7 in the last month?

- | | | | |
|-----------|-----------------------|-------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Sky Master Canteen #7?

\$ (Average amount spent per person per visit to Sky Master Canteen #7)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Sky Master Canteen #7?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|---------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Member Discounts... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Sky Master Canteen #7?

| | | | | |
|-----------------------|-----------------------|---|-----------------------|-------------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Sky Master Canteen #7?

| |
|---|
| <input type="radio"/> By driving |
| <input type="radio"/> By walking |
| <input type="radio"/> Other (please specify) <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Flywright Sports Hangar?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Flywright Sports Hangar in the last month?

| | | |
|-----------------------|-----------------------|-----------------------|
| Lunch | Brunch | Dinner |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To the nearest dollar, how much on average did you spend per person each time you visited Flywright Sports Hangar?

\$ (Average amount spent per person per visit to Flywright Sports Hangar)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Flywright Sports Hangar?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|---------------------|-----------------------|---|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entertainment..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social hour..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bar Service..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Flywright Sports Hangar?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Flywright Sports Hangar?

| | |
|--|----------------------|
| <input type="radio"/> By driving | |
| <input type="radio"/> By walking | |
| <input type="radio"/> Other (please specify) | <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Lab Research Canteen #14?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month
- ☐
- ☐
- ☐
- ☐
- ☐

Which meal have you most often eaten at Lab Research Canteen #14 in the last month?

- Breakfast
- Lunch
- ☐
- ☐

To the nearest dollar, how much on average did you spend per person each time you visited Lab Research Canteen #14?

\$ (Average amount spent per person per visit to Lab Research Canteen #14)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Lab Research Canteen #14?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|----------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Member Discounts.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Lab Research Canteen #14?

| | | | | |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Lab Research Canteen #14?

- ☐ By driving
- ☐ By walking
- ☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Air Corps Canteen #2?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month
- ☐
- ☐
- ☐
- ☐
- ☐

Which of the following have you most often eaten at Air Corps Canteen #2 in the last month?

Breakfast Lunch

- ☐
- ☐

To the nearest dollar, how much on average did you spend per person each time you visited Air Corps Canteen #2?

\$ (Average amount spent per person per visit to Air Corps Canteen #2)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Air Corps Canteen #2?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|---------------------------|-----------------------|---|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sandwich bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brand name food..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Air Corps Canteen #2?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Air Corps Canteen #2?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Valkyrie Canteen #5?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month
- ☐
- ☐
- ☐
- ☐
- ☐

Which of the following have you most often eaten at Valkyrie Canteen #5 in the last month?

- Breakfast
- Lunch
- ☐
- ☐

To the nearest dollar, how much on average did you spend per person each time you visited Valkyrie Canteen #5?

\$ (Average amount spent per person per visit to Valkyrie Canteen #5)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Valkyrie Canteen #5?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|-------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brand name food.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Valkyrie Canteen #5?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Valkyrie Canteen #5?

| | |
|--|----------------------|
| <input type="radio"/> By driving | |
| <input type="radio"/> By walking | |
| <input type="radio"/> Other (please specify) | <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Wright Field Restaurant #3?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which meal have you most often eaten at Wright Field Restaurant #3 in the last month?

| | | | |
|-----------|-----------------------|-------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Wright Field Restaurant #3?

\$ (Average amount spent per person per visit to Wright Field Restaurant #3)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Wright Field Restaurant #3?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|-------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Brand name food.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Wright Field Restaurant #3?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Wright Field Restaurant #3?

| | |
|--|----------------------|
| <input type="radio"/> By driving | |
| <input type="radio"/> By walking | |
| <input type="radio"/> Other (please specify) | <input type="text"/> |

| | |
|-------------------|---------------|
| Previous Question | Next Question |
|-------------------|---------------|

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Pitsenbarger Dining Facility?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which of the following have you most often eaten at Pitsenbarger Dining Facility in the last month?

| | | | | | | | |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|---------------|-----------------------|
| Breakfast | <input type="radio"/> | Lunch | <input type="radio"/> | Dinner | <input type="radio"/> | Midnight meal | <input type="radio"/> |
|-----------|-----------------------|-------|-----------------------|--------|-----------------------|---------------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Pitsenbarger Dining Facility?

\$ (Average amount spent per person per visit to Pitsenbarger Dining Facility)

[Previous Question](#)

[Next Question](#)

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Pitsenbarger Dining Facility?

| | Very Unimportant | Neither Important or Unimportant | Very Important |
|-------------------------|-----------------------|---|-----------------------|
| Family nights..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Birthday specials... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Holiday specials.... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sandwich line..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Pitsenbarger Dining Facility?

| | | | | |
|-----------------------|-----------------------|---|-----------------------|-------------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Pitsenbarger Dining Facility?

| |
|---|
| <input type="radio"/> By driving |
| <input type="radio"/> By walking |
| <input type="radio"/> Other (please specify) <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Kittyhawk Bowling Center?

| | | | | | | | | | |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|
| 1 - 2 times a week | <input type="radio"/> | 3 - 4 times a week | <input type="radio"/> | 5 - 7 times a week | <input type="radio"/> | Once every 2 weeks | <input type="radio"/> | Once a month | <input type="radio"/> |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|--------------|-----------------------|

Which meal have you most often eaten at Kittyhawk Bowling Center in the last month?

| | | | |
|-------|-----------------------|--------|-----------------------|
| Lunch | <input type="radio"/> | Dinner | <input type="radio"/> |
|-------|-----------------------|--------|-----------------------|

To the nearest dollar, how much on average did you spend per person each time you visited Kittyhawk Bowling Center?

\$ (Average amount spent per person per visit to Kittyhawk Bowling Center)

[Previous Question](#)

[Next Question](#)

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Kittyhawk Bowling Center?

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|--------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Soup/salad bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety machines..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special menu items.. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Kittyhawk Bowling Center?

| | | | | |
|-----------------------|-----------------------|---|-----------------------|-------------------------|
| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Kittyhawk Bowling Center?

| |
|---|
| <input type="radio"/> By driving |
| <input type="radio"/> By walking |
| <input type="radio"/> Other (please specify) <input type="text"/> |

Previous Question

Next Question

You have completed 51% of this survey



On average, how many times in the last month have you eaten at Operation Vittles Restaurant #2?

- 1 - 2 times a week
- 3 - 4 times a week
- 5 - 7 times a week
- Once every 2 weeks
- Once a month
- ☐
- ☐
- ☐
- ☐
- ☐

Which meal have you most often eaten at Operation Vittles Restaurant #2 in the last month?

- Breakfast
- Lunch
- ☐
- ☐

To the nearest dollar, how much on average did you spend per person each time you visited Operation Vittles Restaurant #2?

\$ (Average amount spent per person per visit to Operation Vittles Restaurant #2)

Previous Question

Next Question

You have completed 44% of this survey



How would you rate the importance of the following when choosing to eat at Operation Vittles Restaurant #2

| | Very Unimportant | Unimportant | Neither Important or Unimportant | Important | Very Important |
|------------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|
| Sandwich bar..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Member Discounts... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Special events..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take out..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Specials..... | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Previous Question

Next Question

You have completed 46% of this survey



In general, were you satisfied with your dining experience at Operation Vittles Restaurant #2?

| Very Satisfied | Satisfied | Neither Satisfied or Unsatisfied | Unsatisfied | Very Unsatisfied |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you normally travel to Operation Vittles Restaurant #2?

☐ By driving

☐ By walking

☐ Other (please specify)

Previous Question

Next Question

You have completed 51% of this survey



Do you have any comments to give the 88th Services Division to help them improve their service?

- ☐ No
- ☐ Yes (*If yes, please write your suggestions in the textbox provided below.*)

Previous Question

Next Question

You have completed 54% of this survey



Are you permanently assigned to Wright-Patterson AFB or here TDY (Temporary Duty Assignment)?

- ☐ Permanent
- ☐ TDY

[Previous Question](#)

[Next Question](#)

You have completed 56% of this survey



When did you arrive at Wright Patterson AFB for this TDY?

Month

Day

Year

[Previous Question](#)

[Next Question](#)

You have completed 59% of this survey



Which of the following best describes you?

- ☐ Active duty military
- ☐ Retired military, currently a DoD civilian
- ☐ Retired military, not currently a DOD civilian
- ☐ Air Force Reserve, currently a DoD civilian
- ☐ Air Force Reserve, not currently a DoD civilian
- ☐ DoD civilian (includes Air Reserve Technician)
- ☐ DoD contractor
- ☐ National Guard member
- ☐ Spouse of military, DoD civilian, or contractor
- ☐ NAF employee
- ☐ Other (please specify)

Previous Question

Next Question

You have completed 61% of this survey

Which of the following best describes your current rank?

| Military | Civilian |
|-----------------------------|---|
| <input type="radio"/> AB | <input type="radio"/> GS 1-3, WG 1-6, WL 1-4 |
| <input type="radio"/> AMN | <input type="radio"/> GS 4-6, WG 7-10, WL 5-10, WS 1-4 |
| <input type="radio"/> A1C | <input type="radio"/> GS 7-9, WG 11-15, WL 11-15, WS 5-9 |
| <input type="radio"/> SrA | <input type="radio"/> GS 10-12, WS 10-13 |
| <input type="radio"/> SSgt | <input type="radio"/> GS/GM 13-15, WS 14-18 |
| <input type="radio"/> TSgt | <input type="radio"/> Contractor |
| <input type="radio"/> MSgt | <input type="radio"/> Family member |
| <input type="radio"/> SMSgt | <input type="radio"/> NAF (please specify level) <input type="text"/> |
| | <input type="radio"/> Other (please specify) <input type="text"/> |

Previous Question

Next Question

You have completed 63% of this survey



What is your gender?

- ☐ Male
- ☐ Female

In what year were you born?

19

What is the highest education level you have reached?

- ☐ High school diploma
- ☐ Some college, no degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate
- ☐ Other (please specify)

Which of the following best describes you?

- ☐ African American

- ☐ Asian American
- ☐ American Indian and Alaska Native
- ☐ Filipino
- ☐ Hispanic American
- ☐ White Caucasian
- ☐ Other (please specify)

Previous Question

Next Question

You have completed 73% of this survey



Where are you currently employed?

- ☐ Area A Wright Patterson Air Force base
- ☐ Area B Wright Patterson Air Force base
- ☐ Area C Wright Patterson Air Force base
- ☐ Kittyhawk Center Wright Patterson Air Force base
- ☐ Off of the base
- ☐ Other (please specify)

Which of the following best describes your current employment hours?

- ☐ Day shift (0730 - 1630)
- ☐ Swing shift (1600 - 2400)
- ☐ Midnight shift (2400 - 0800)
- ☐ Rotating shifts
- ☐ Other (please specify)

Which of the following best describes where you currently live?

- ☐ On base, base housing
- ☐ On base, dormitory
- ☐ Off base, apartment
- ☐ Off base, house
- ☐ Other (please specify)

On average, how many minutes does it take for you to travel to Wright Patterson Air Force base from your home?



(Number of *minutes* it takes for you to travel to Wright Patterson Air Force Base from your home)

Are you an Air Force Club member?

- ☐ Yes
- ☐ No

Which best describes your current marital status?

- ☒ Married
- ☐ Single

- ☐ Single but living with someone
- ☐ Separated
- ☐ Divorced
- ☐ Widowed

[Previous question](#) [Next question](#)

You have completed 88% of this survey



Is your spouse with you at your present duty location?

- ☐ Yes
 - ☐ No
- Does your spouse work?
- ☐ Yes
 - ☐ No
- On average, how many hours does your spouse work per week?
- ☐ 40 or more hours per week
 - ☐ Less than 40 hours per week
 - ☐ Does not work

Previous Question

Next Question

You have completed 95% of this survey



Do you have children?

☐ No

☒ Yes

[Previous Question](#)

[Next Question](#)

Please click the "Next Question" button only once. Thank you!

You have almost completed this survey!

What are the age(s) of the child(ren) 20 or younger currently living with you at your duty location?

(Please click all that apply)

| | Number of children | | | | |
|---------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Age | 1 | 2 | 3 | 4 | 5 |
| 0 - 2 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 - 5 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 - 8 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 - 11 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 - 14 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 - 17 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 - 20 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Previous Question

Next Question

Please click the "Next Question" button only once. Thank you!

You have almost completed this survey!



88th Services Division Restaurant Survey

Thank you for your help! Your answers will help the 88th Services Division better serve you!

If you would like to be entered into a drawing to win a DVD player, please fill out the information below. As a reminder, the information you provide will only be used for the 88th Services Division DVD player drawing and will not be connected with your responses on this survey in any way. The information provided below will exclusively be used for the purpose of the DVD drawing as conducted by the 88th Services Division. All responses to the survey are confidential, anonymous, and used solely for research.

Thank you again for your help! Have a great day!

Name

E-mail address

Please click the "Submit Information" button only once. Thank you!



88th Services Division Restaurant Survey

Thank you for your help! Your answers will help the 88th Services Division better serve you!

If you provided your e-mail address, you are now entered into the drawing to win the DVD player from the 88th Services Division!

Have a great day!